

CURRICULUM VITAE
FOR

Bourassa, Maureen A.

Department of Management & Marketing
University of Saskatchewan

1. PERSONAL

2. DEGREES

PhD Management, 2009, Queen's School of Business, Marketing

MSc in Management, 2003, Queen's School of Business, Marketing

BComm 2000, University of Saskatchewan, Marketing and Human Resources Management

3. CREDENTIALS

None

4. APPOINTMENTS (INCLUDING JOINT) AND PROMOTIONS AT THE U OF S

Associate Professor, Tenured, Department of Management and Marketing, July 2017 to present

Graduate Chair, Master of Science in Marketing Program, Department of Management and Marketing, July 2014 to 2021

Assistant Professor, Department of Management and Marketing, July 2008 – June 2017

5. MEMBERSHIPS AND AFFILIATIONS

5.1 Associate Memberships at the U of S

Associate Member, Johnson-Shoyama Graduate School of Public Policy, January 2012 to 2017

5.2 Adjunct Appointments at Other Institutions

None

5.3 Affiliations

Visiting professor, CERAG (Centre D'Études et de Recherches Appliquées à la Gestion) in the Comportements Responsables et Enjeux Sociétaux (Responsible Behaviours and Societal Issues) Axis at the University of Grenoble Alpes, France, September 2018 to July 2019

Academy of Marketing Science, Member, ongoing

American Marketing Association, Member, ongoing

Association for Consumer Research, Member, 2021

6. PREVIOUS POSITIONS RELEVANT TO U OF S EMPLOYMENT

Teaching Assistant, Queen's School of Business, Kingston, Ontario (Accelerated MBA Branding Course, 2006 and 2007; Undergraduate Marketing Ethics Course, 2003, 2004, 2005, 2006; Undergraduate Introduction to Marketing 2002)

Sessional Lecturer, University of Saskatchewan, College of Commerce (Comm 204 "Introduction to Marketing" Two sections Fall 2003, one section Spring 2004)

7. LEAVES

Sabbatical Leave, July 2018 to June 2019

Maternity & Parental Leave, May 2012 to April 2013

Maternity & Parental Leave, October 2010 to October 2011

8. RECOGNITIONS

AMS/AFM Joint Research Initiative grant co-winner (\$1000 USD) with Agnès Helme-Guizon and Monica LaBarge to encourage international research collaborations between Academy of Marketing Science and Association Française du Marketing members, 2019

AMS/AFM Joint Research Initiative grant co-winner (\$1000 USD) with Agnès Helme-Guizon to encourage international research collaborations between Academy of Marketing Science and Association Française du Marketing members, 2018

PotashCorp Enhancement Chair for Saskatchewan Enterprise, \$25,000 (CAD), January 1, 2017 – June, 30, 2019

First place winner (tie), Dissertation Competition sponsored by the American Marketing Association Relationship Marketing Special Interest Group and the Center for Business and Industrial Marketing of Georgia State University, \$1,000 (USD), 2008

D.I. McLeod Fellowship, Queen's University, \$9,300 (CAD), 2005-08

Queen's Graduate Award, Queen's University, \$4,025 (CAD), 2007

Canada Graduate Scholarship, Social Sciences and Humanities Research Council (SSHRC), \$116,000 (CAD), 2004-07

Queen's School of Business Fellowship, Queen's University, \$2,975 (CAD), 2006-07

Consortium Fellow, 41st Annual AMA Sheth Foundation Doctorial Consortium, University of Maryland, July 12 – 16, 2006

Molson Canadian Science of Marketing Award, Queen's School of Business, \$2,000 (CAD), 2002-03

Queen's School of Business Fellowship, Queen's University, \$6,000 (CAD), 2002-03

9. TEACHING ACTIVITIES**9.1 Scheduled Instructional Activity**

YEAR	COURSE	INST. TYPE	ENRL.	YIH	YCSH
2020-21	MKT 990, Research Seminar (MSc Marketing)	Zero credit unit seminar, two terms	3 (1 section)	0	0
2020-21	MBA 819, Marketing for Organizational Decision Making	Lecture	32 (1 section)	39	1248
2020-21	COMM 357, Marketing Research	Lecture	77 (2 sections)	39	3003
2019-20	COMM 357, Marketing Research	Lecture	35 (1 section)	39	1365
2019-20	COMM 204, Introduction to Marketing	Lecture	58 (1 section)	39	2262
2019-20	MBA 819, Marketing for Organizational Decision Making	Lecture	30 (1 section)	39	1170
2019-20	MKT 990, Research Seminar (MSc Marketing)	Zero credit unit seminar, two terms	7 (1 section)	0	0
2017-18	COMM 498, Evidence- Based Decision Making	Experiential Study in Germany	20 (1 section)	39	780
2017-18	MBA 819, Marketing for Organizational Decision Making	Lecture	32 (1 section)	39	1248
2017-18	MKT 990, Research Seminar (MSc Marketing)	Zero credit unit seminar, two terms	4 (1 section)	0	0

2016-17	COMM 498, Evidence- Based Decision Making	Experiential Study in Germany	20 (1 section)	39	780
2016-17	COMM 204, Introduction to Marketing	Lecture	62 (1 section)	39	2418
2016-17	MKT 990, Research Seminar (MSc Marketing)	Zero credit unit seminar, two terms	4 (1 section)	0	0
2015-16	COMM 204, Introduction to Marketing	Lecture	163 (3 sections)	39	6357
2015-16	MKT 990, Research Seminar (MSc Marketing)	Zero credit unit seminar, two terms	2 (1 section)	0	0
2014-15	COMM 204, Introduction to Marketing	Lecture	119 (2 sections)	39	4641
2014-15	COMM 357, Marketing Research	Lecture	15 (1 section)	39	585
2013-14	COMM 204, Introduction to Marketing	Lecture	60 (1 sections)	39	2340
2013-14	COMM 357, Marketing Research	Lecture	107 (3 sections)	39	4173
2011-12	COMM 352, Marketing Strategy	Lecture	74 (2 sections)	39	2886
2011 - 12	COMM 204, Introduction to Marketing	Lecture	105 (2 sections)	39	4095
2010-11	COMM 352, Marketing Strategy	Lecture	69 (2 sections)	39	2691
2008 - 09	COMM 204, Introduction to Marketing	Lecture	202 (2 sections)	39	7878
2003 - 04	COMM 204, Introduction to Marketing	Lecture	157 (2 sections)	39	6123

9.2 Unscheduled Instructional Activity

None

10. SUPERVISION AND ADVISORY ACTIVITIES

10.1 Undergraduate Student Supervision

Kamila Wyszomirski, B. Comm. "Understanding Family Decision Making for Children in Competitive Sport: A Parent's Perspective" Supervisor, 2021 (Completed)

Ryssa Allarcon, B. Comm. "Factors Allowing the Reconciliation of the Benefits and Barriers of Smart Device Usage by Older Adults" Supervisor, 2020 (Completed)

Tori Lloyd, B. Comm. "Confidence in Crowdfunding: Why do donors give money to complete strangers?" Supervisor, 2018 (Completed)

Paige Sutherland, B. Comm. "Mothers' Thoughts, Feelings, and Opinions on Children's Vaccinations" Supervisor, 2017 (Completed)

Blaire Johnson, B. Comm. "Impact of Economic Versus Emotional Messaging on Business People's Attitudes Towards a Living Wage" Supervisor, 2016 (Completed)

Abbey Stang, B. Comm. "Transparency in the Nonprofit Sector: Meaning and Impact" Supervisor, 2015 (Completed)

Monique Vezina, B. Comm. "When Ads Go Viral, Is Myth A Conscious Theme of Contagion?" Supervisor, 2014 (Completed)

Karen Robson, B. Comm. "I Chose to Volunteer" versus "I Had No Choice": Do Relationship Marketing Efforts Matter Either Way?" Supervisor, 2012 (Completed)

10.2 Graduate Student Supervision

Jill Wolkowski, Business Strategy Internship (Mitacs) as MSc Marketing Student, "Lifetime Products and the Ethics of Digital," 2021. (Supervisor)

Miao Yu, Business Strategy Internship (Mitacs) as MSc Marketing Student, "Pinnacle Marketing and Evidence Based Decision Making," 2020-21. (Supervisor)

Nicole Matsalla, Business Strategy Internship (Mitacs) as MBA Student, "Blue Moose Media and Value Proposition Design," 2020. (Supervisor)

Tara Lucyshyn, MSc Marketing, "Contraception Tension: How Culture, Society, and Narrative Inform Consumer Identity and Contraceptive Use" 2020-2021. (Committee Member)

Yufei Huang, MSc Marketing, "Understanding Consumer Acceptance of Genetically Modified Foods in Canada: An Exploration of the Influence of Culture on Planned Consumer Behaviors," 2017-2019. (Committee Member)

Brennan Field, MA Political Studies, "The Boundaries Between Science and Politics and the Implications for Practices in Knowledge Transfer," 2013-15. Completed. (Committee Member)

Jacqueline Thomarat, PhD Public Policy, "The Engagement of Philanthropic Foundations in Canadian Public Policy," 2010-18. Completed. (Committee Member)

10.3 Graduate Theses Supervised

Miao Yu, MSc Marketing, "Knowledge Marketing: Learning from Academics' Citation Experiences," 2020-2021. In Progress. (Supervisor)

Natalie Bolen, MSc Marketing, "Science Communication in a Health Context: Patients, Power, and Prose," 2019-2020. Completed. (Supervisor)

Ellen Lloyd, MSc Marketing, "6 Types of Non-Listening in Stakeholder Engagement," 2015-2019. Completed. (Supervisor)

10.4 Post-Doctoral Supervision

Jana Fried, Supervision Team, Nuclear Attitudes in Saskatchewan, 2014

10.5 Staff Supervision

None

10.6 Other Advisory Activities

None

11. BOOKS AND CHAPTERS IN BOOKS

11.1 Authored Books

Accepted:

None

Published:

None

11.2 Edited Books

Accepted:

None

Published:

None

11.3 Chapters in Books

Accepted:

None

Published:

Bourassa, Maureen and Peggy Cunningham (2012), "Engaging with the Enemy: Understanding the Adversarial Stakeholder Processes and Outcomes" in *A Stakeholder Approach to Corporate Responsibility*, Eds. Adam Lindgreen, Philip Kotler, Joelle Vanhamme, and Francois Maon, Gower Publishing: London, UK.

12. PAPERS IN REFEREED JOURNALS

Accepted:

None

Published:

Laurence Ashworth and **Maureen A. Bourassa** (2020). Inferred Respect: A Critical Ingredient in Customer Satisfaction. *European Journal of Marketing*, 54 (10), 2447-2476.

Bourassa, Maureen, Peggy Cunningham, Laurence Ashworth, and Jay Handelman (2018). Respect in Buyer/Seller Relationships. *Canadian Journal of Administrative Sciences*, 35 (2): 198-213. <http://dx.doi.org/10.1002/cjas.1426>

Berdahl, Loleen, **Maureen Bourassa**, Scott Bell, and Jana Fried (2016). Exploring Perceptions of Credible Science Among Policy Stakeholder Groups: Results of Focus Group Discussions About Nuclear Energy. *Science Communication*, 38 (3): 382-406.

Bourassa, Maureen, Kelton Doraty, Loleen Berdahl, Jana Fried, and Scott Bell (2016). Support, Opposition, Emotion and Contentious Issue Risk Perception. *International Journal of Public Sector Management*, 29 (2): 201-216.

Bourassa, Maureen A. and Abbey C. Stang (2015). Knowledge is Power: Why Public Knowledge Matters to Charities. *International Journal of Nonprofit and Voluntary Sector Marketing*, 21: 13-30.

Bourassa, Maureen A., Peggy H. Cunningham, and Jay M. Handelman (2013). Marketing as a Response to Paradox and Norms in the 1960s and 1970s. *Journal of Historical Research in Marketing*, 5 (1): 47-70.

Jay M. Handelman, Peggy H. Cunningham, and **Maureen A. Bourassa** (2010). Stakeholder Marketing and the Organizational Field: The Role of Institutional Capital and Ideological Framing. *Journal of Public Policy & Marketing*, Special Issue "Stakeholder Marketing," 29 (1): 27-37.

Bourassa, Maureen A. and William H. Murphy (2009). Four Thousand Years of Selling History in Stanley C. Hollander's (1953) *Sales Devices Throughout the Ages, From 2500 B.C. to 1953 A.D.* *Journal of Historical Research in Marketing*, 1 (1): 171-177.

Bourassa, Maureen A., Peggy H. Cunningham, and Jay M. Handelman (2007). How Philip Kotler has Helped to Shape the Field of Marketing. *European Business Review*, 19 (2): 174-192.

Under Review:

Maureen Bourassa and Laurel Steinfeld. Why Does Stakeholder Engagement Fail? Examining Power, Trust, and Respect from a Community-Consumer Perspective. Submitted to: *Journal of Business Research*

Working Papers (Immediate and in final stages of preparation):

Maureen Bourassa, Monica LaBarge, and Agnès Helme-Guizon. Who's Smart Now? How Mature Consumers Manage Smart Devices to Mitigate Future Vulnerability. Target: *Marketing Letters*

Kamila Wyszomirski and **Maureen Bourassa**. "Understanding Family Decision Making for Children in Competitive Sport: A Parent's Perspective". Target: *TBD*.

Natalie Bolen and **Maureen Bourassa**. Expecting Satisfaction and Wholeness: A Patient Perspective of Science Communication in a Maternity Health Context. Target: *TBD*.

Ellen Lloyd and **Maureen Bourassa**. Six Types of Stakeholder Non-Listening. Target: *Macromarketing Journal*.

Other Working Papers (At various stages of progress):

Bourassa, Maureen, Stephanie Pankiw, and Abbey Stang. The Meaning and Impact of Transparency in the Nonprofit Sector. Target: *International Journal of Nonprofit and Voluntary Sector Marketing*

Bourassa, Maureen, Peggy Cunningham, and Stephanie Pankiw. The Role of Authenticity in Business-Nonprofit Engagement. Target: *Nonprofit and Voluntary Sector Quarterly*

Bourassa, Maureen and Peggy Cunningham. The Role of Respect, Power, and Emotion in Stakeholder Engagement. Target: *Business Ethics Quarterly*

Bourassa, Maureen, Peggy Cunningham, and Laura Hopkins. Factors for Successfully Engaging Business in Cross-Sector Collaborations Addressing Social Issues. Target: *Business and Society*

Bourassa, Maureen, Peggy Cunningham, and Laura Hopkins. Marketing as a Framework for Successful Stakeholder Engagement. Target: *Nonprofit Management & Leadership*

Bourassa, Maureen, Loleen Berdahl, Laura Hopkins, Jana Fried, and Scott Bell. Respect, Knowledge, and Emotion in Stakeholder Engagement: A Nuclear Energy Perspective. Target: *Journal of Macromarketing*

Bourassa, Maureen, Loleen Berdahl, Raissa Graumans, Jana Fried, and Scott Bell. The Role of Respect in Science Communication and Knowledge Transfer Between Stakeholders. Target: *Business & Society*

13. ARTISTIC WORKS

None

14. REFEREED CONFERENCE PUBLICATIONS

Accepted:

None

Published:

Lloyd, Ellen and **Maureen Bourassa** (2018). 6 Types of Non-listening in Stakeholder Engagement. In *Proceedings of the 38th Annual Conference of the Canadian Nuclear Society*. Paper presented by Ellen Lloyd at 2018 Conference of the Canadian Nuclear Society. (pp. START-END). Saskatoon. Canadian Nuclear Society.

Fried, Jana, Lauren Arnold, Scott Bell, Loleen Berdahl, **Maureen Bourassa**, and Ting Wei (2015). Sample Analysis of a Population Survey for the 'Public Attitudes towards Nuclear Issues in Saskatchewan' Study. In *2015 Spatial Knowledge and Information Canada conference proceedings*. Paper presented by Jana Fried at 2015 Spatial Knowledge and Information Canada Conference. (pp. START-END). Banff, AB.

Berdahl, Loleen, Scott Bell, **Maureen Bourassa**, and Jana Fried (2014). Nuclear Knowledge, Trust and Public Acceptance of Nuclear Developments. In *Proceedings at Pacific Basin Nuclear Conference 2014*. Paper presented by Loleen Berdahl at 2014 Pacific Basin Nuclear Conference. (pp. START-END). Vancouver, BC.

Bourassa, Maureen A., Peggy H. Cunningham, and Jay M. Handelman (2007). Entangled in the Social Labyrinth: Marketers' Management of Paradox and Authentic Norms. Full paper published in *Proceedings of the 13th Biennial Conference on Historical Analysis and Research in Marketing (CHARM)*, Ed. Blaine J. Branchik. **Nominated for Stanley C. Hollander Best Paper Award**. Paper presented by Maureen Bourassa at 2007 CHARM Conference. (pp.24-35.). City of Publication

Bourassa, Maureen and Peggy Cunningham (2005). Behind the Veil: Insights and Influences on Kotler's Contribution to Marketing Thought. Full paper published in *Proceedings of the 12th Conference on Historical Analysis and Research in Marketing (CHARM)*, Ed. Leighann C. Neilson, **Nominated for Stanley C. Hollander Best Paper Award**. Paper presented by Maureen Bourassa at 2005 CHARM Conference. (pp. 16-24). City of Publication.

15. PRESENTATIONS

15.1 Invited Presentations (*Presented by M. Bourassa unless otherwise noted)

Maureen Bourassa and Laurel Steinfield (2021). The Social Impact of Stakeholder Engagement: A Community-Centric Perspective. Edwards Research Workshop Series, May 2021.

Laurel Steinfield and **Maureen Bourassa** (2021). The Social Impact of Stakeholder Engagement: A Community-Centric Perspective. Hoffman Centre for Business Ethics at Bentley University, Brown Bag Series, January 2021.

Maureen Bourassa and Agnès Helme-Guizon (2019). Grow Old with Me, The Best is Yet to Be: The Role of Health Related Smart Devices in Aging Well. CERAG (Centre D'Études et de

Recherches Appliquées à la Gestion) Comportements Responsables et Enjeux Sociétaux (Responsible Behaviours and Societal Issues) Axis monthly meeting, University of Grenoble Alpes, Grenoble, France, July 2019.

Maureen Bourassa and Agnès Helme-Guizon (2019). Grow Old with Me, The Best is Yet to Be: The Role of Health Related Smart Devices in Aging Well. IoT for Responsible Behaviour: A Social Perspective, Workshop, University of Grenoble Alpes, Grenoble, France, February 13-14, 2019.

Maureen Bourassa (2018). Respect and Stakeholder Engagement. CERAG (Centre D'Études et de Recherches Appliquées à la Gestion) Comportements Responsables et Enjeux Sociétaux (Responsible Behaviours and Societal Issues) Axis monthly meeting, University of Grenoble Alpes, Grenoble, France, September 2018.

Maureen Bourassa (2018). Science, Women, Engagement, and Respect in the Context of Contentious Policy Issues. Rupert's Land Consumer Behaviour Symposium, Winnipeg, MB, May 2018.

Kalowatie Deonandan, **Maureen Bourassa**, Loleen Berdahl, Scott Bell, Ellen Lloyd, and Jacqueline Schoenfeld (2017). Establishing Social License: Women, Respect, and Stakeholder Engagement in the Nuclear Sector (Project update). *nuclearFacts* 2017, Saskatoon, SK, October 2017.

Maureen Bourassa and Stephanie Pankiw (2017). The Meaning and Indicators of Transparency in the Nonprofit Sector. Rupert's Land Consumer Behaviour Symposium, Regina, SK, May 2017.

Ellen Lloyd and **Maureen Bourassa** (2016). The Trusted Informant: Showing Empathy to Build Credibility. 4th International Technical Meeting on Small Reactors, Toronto, ON, November 2016. (Paper presented by Ellen Lloyd)

Ellen Lloyd and **Maureen Bourassa** (2016). Becoming a Trusted Informant. Women in Nuclear Canada National Conference, Toronto, Ontario, November 2016. (Poster presented by Ellen Lloyd)

Ellen Lloyd and **Maureen Bourassa** (2016). Chain Reactions: Actor Networks of Influence for Saskatchewan Nuclear Policy. Environmental Forum 2016, Saskatoon, SK, October 2016. (Poster presented by Ellen Lloyd)

Kalowatie Deonandan, **Maureen Bourassa**, Loleen Berdahl, Scott Bell, Ellen Lloyd, and Jacqueline Schoenfeld (2016). Establishing Social License: Women, Respect, and Stakeholder Engagement in the Nuclear Sector (Project update). *nuclearFacts* 2016, Saskatoon, SK, October 2016.

Loleen Berdahl and **Maureen Bourassa** (2016). Emotions, Knowledge, and Respect in Contentious Science Policy Debate. Atlantic Provinces Political Science Association Annual Meeting, Saint John, NB, October 2016.

Loleen Berdahl and **Maureen Bourassa** (2016). Emotions, Knowledge, and Contentious Science Policy Debate. Prairie Political Science Association Annual Meeting, Banff, AB, September 2016.

Loleen Berdahl and **Maureen Bourassa** (2016). Navigating Science and Evidence in Contentious Policy Debate. University of Regina Faculty of Science *Science Pub Series 2016*, Regina, SK, June 2016.

Deonandan, Kalowatie, Rebecca Tatham, **Maureen Bourassa**, Loleen Berdahl and Scott Bell (2016). Exploring Women's Attitudes Towards Nuclear Technology. Canadian Political Science Association Conference, Calgary, AB, June 2016. (Presented by Kalowatie Deonandan)

Maureen Bourassa (2016). Stakeholder Engagement and Wicked Problems: Emotion, Contagion, Opposition, and Support. Rupert's Land Consumer Behaviour Symposium, Saskatoon, SK, May 2016.

Berdahl, Loleen, **Maureen Bourassa**, Scott Bell and Jana Fried (2015). Credibility and the Science-Society-Policy-Interface. Prairie Political Science Association Annual Meeting, Banff, AB, September 2015. (Presented by Loleen Berdahl)

Berdahl, Loleen, **Maureen Bourassa**, Scott Bell and Jana Fried (2015). Perceptions of Evidence: Contrasting Understandings of Credible Science at the Science-Society-Policy-Interface. Association for Canadian Studies in the United States (ACSUS) Annual Meeting, Las Vegas NV, October 2015. (Presented by Loleen Berdahl)

Kalowatie Deonandan, **Maureen Bourassa**, Loleen Berdahl, and Scott Bell (2015). Establishing Social License: Women, Respect, and Stakeholder Engagement in the Nuclear Sector. *nuclearFacts 2015*, Saskatoon, SK, October 2015.

Maureen Bourassa, Lauren Arnold, Loleen Berdahl, Jana Fried, and Scott Bell (2015). Knowledge Utilization by Policy Makers: Is there a role for marketing? Rupert's Land Consumer Behaviour Symposium, Winnipeg, MB, May 2015.

Scott Bell, Loleen Berdahl, **Maureen Bourassa**, and Jana Fried (2014). Saskatchewan Public Opinions of Nuclear Issues. *nuclearFacts 2014*, Saskatoon, SK, November 2014.

Loleen Berdahl, **Maureen Bourassa**, Scott Bell, Jana Fried, and Brennan Field (2014). Evidence Communication and Nuclear Policy in Saskatchewan. *nuclearFacts 2014*, Saskatoon, SK, November 2014.

Loleen Berdahl, **Maureen Bourassa**, Jana Fried, and Scott Bell (2014). Party Identification, Trust, and Nuclear Risk Perception. Prairie Political Science Association conference, Banff, AB, September 2014. (Presented by Loleen Berdahl)

Kelton Doraty, Loleen Berdahl, **Maureen Bourassa**, Jana Fried, and Scott Bell (2014). Emotions and Nuclear Risk Perceptions: Evidence from Saskatchewan. Prairie Political Science Association conference, Banff, AB, September 2014. (Presented by Kelton Doraty)

Scott Bell, Loleen Berdahl, **Maureen Bourassa**, and Jana Fried (2013). Individual and Corporate Opinions of Nuclear Issues. *nuclearFacts 2013*, Saskatoon, SK, August 2013.

Maureen Bourassa (2013). Expressions of (Dis)Respect: Understanding the Causes and Consequences of Respect in a Consumer Context. Rupert's Land Consumer Behaviour Symposium, Saskatoon, SK, May 2013.

Maureen Bourassa (2011). Engaging with the Enemy: Understanding Adversarial Stakeholder Processes and Outcomes. Rupert's Land Consumer Behaviour Symposium, Regina, SK, May 2011.

Maureen Bourassa (2010). Respect in Business-to-Business Marketing Relationships. Rupert's Land Consumer Behaviour Symposium, Saskatoon, SK, May 2010.

Maureen Bourassa (2009). R-E-S-P-E-C-T in Marketing. Rupert's Land Consumer Behaviour Symposium, Winnipeg, MB, May 2009.

Albinsson, Pia, Sharmin Attaran, Teresa Besci, **Maureen Bourassa**, Garrett Coble, Christina Kowalczyk, Todd Weaver (2008). Ethical and Professional Conduct in Marketing Academia. Joint special session hosted by the Marketing and Society Special Interest Group and the Doctoral Students' Special Interest Group, American Marketing Association Summer Educators Conference, San Diego, California, August 2008.

15.2 Contributed Presentations

Maureen Bourassa, Cindy Caldara, Agnès Helme-Guizon, and Monica LaBarge (2021). Examining Users' Emotions, Expectations, and Engagement with Nutritional Apps Using Affordances Theory. Abstract published in *Proceedings of the 2020 Academy of Marketing Science Annual Conference*. Presented by Maureen Bourassa, Agnès Helme-Guizon, and Monica LaBarge at virtual event, June 2021.

Helme-Guizon, Agnès, **Maureen Bourassa**, Cindy Caldara, and Monica LaBarge (2021). Nutritional Apps Fit-Back: When experience (fails to) meet users' goals. Abstract published in *Proceedings of the 2021 Congrès Internationale de l'Association Française de Marketing*. Presented by Agnès Helme-Guizon at virtual event, May 2021.

Bolen, Natalie and **Maureen Bourassa** (2020). Stakeholders and Science, Communication and Coping. Abstract published in *Proceedings of the 2020 Academy of Marketing Science Annual Conference*. Presented by Natalie Bolen at virtual event, December 2020.

Helme-Guizon, Agnès, **Maureen Bourassa**, and Monica Labarge (2020). Mature Consumers and Smart Devices: How Do They Mitigate Future Vulnerability? Abstract published in *Proceedings of the 2020 Academy of Marketing Science Annual Conference*. Presented by all three authors at virtual event, December 2020.

Bourassa, Maureen (2018). Science, Women, Engagement, and Respect in the Context of Contentious Policy Issues. Abstract published in *Proceedings of the 2018 Marketing & Public Policy Conference*. Presented by Maureen Bourassa in Columbus, OH, June 7-9, 2018.

Lloyd, Ellen and **Maureen Bourassa** (2017). Controversial Conversations: Stakeholder Engagement and Non-Listening. Abstract published in *Proceedings of the Macromarketing Annual Conference*. Presented by Ellen Lloyd in Queenstown, NZ, June 2017.

Kalagnanam, Suresh, **Maureen Bourassa**, Lisa Erickson, and Colleen Christopherson-Cote (2017). Saskatoon Poverty Reduction Partnership: Towards a Poverty Free Saskatoon. Abstract published in *Administrative Sciences Association of Canada Annual Meeting 2017*. Presented by Suresh Kalagnanam in Montreal, QC, May 29 - June 1 2017.

Bourassa, Maureen, Raissa Graumans, and Loleen Berdahl (2016). The Role of Respect in Science Communication and Knowledge Transfer. Abstract published in *Proceedings of the Academy of Marketing Science World Marketing Congress Annual Conference*. Presented by Maureen Bourassa in Paris, France, July 2016.

Bourassa, Maureen, Loleen Berdahl, Laura Hopkins, Scott Bell, and Jana Fried (2016). Nuclear Energy Stakeholder Conflict: The Roles of Emotion, Knowledge, and Respect. Abstract published in *Proceedings of the Macromarketing Annual Conference*. Presented by Maureen Bourassa in Dublin, Ireland, July 2016.

Bourassa, Maureen and Abbey Stang (2015). Knowledge is Power: Why Public Knowledge Matters to Charities. Abstract published in *Proceedings of the Annual Conference of the Academy of Marketing Science*. Presented by Maureen Bourassa in Denver, CO, May 2015.

Lauren Arnold, **Maureen Bourassa**, Loleen Berdahl, Jana Fried, and Scott Bell (2015). Knowledge Utilization by Policy Makers: Is there a role for marketing? Abstract published in *Proceedings of the Annual Conference of the Academy of Marketing Science*. Presented by Maureen Bourassa in Denver, CO, May 2015.

Bourassa, Maureen and Laurence Ashworth (2014). Expressions of (Dis)Respect: Understanding Respect in a Consumer Context. Abstract published in *Proceedings of the Annual Conference of the Academy of Marketing Science*. Presented by Maureen Bourassa in Indianapolis, IN, May 2014.

Bourassa, Maureen A., Peggy H. Cunningham, and Laurence Ashworth (2011). Integrating Respect, Emotion, and Citizenship Behaviours into Business-to-Business Marketing Relationships. Abstract published in *Proceedings of the 2011 American Marketing Association Summer Educators' Conference*. Presented by Maureen Bourassa in San Francisco, CA, August 2011.

Bourassa, Maureen A. and Peggy H. Cunningham (2010). Engaging with the Enemy: Understanding Adversarial Stakeholder Processes and Outcomes. Abstract published in *Proceedings of the Annual Conference of the Academy of Marketing Science*. Presented by Peggy Cunningham in Portland, OR, May 2010.

Bourassa, Maureen A. and Peggy H. Cunningham (2008). Respect in Business-to-Business Marketing Relationships," Abstract published in *Proceedings of the 2008 American Marketing*

Association Summer Educators' Conference, Eds. James R. Brown and Rajiv P. Dant, Vol. 19, pp. 86-87. Presented by Maureen Bourassa in San Diego, CA, August 2008.

Bourassa, Maureen A. and Peggy H. Cunningham (2008). Engaging, Balancing, Bridging: Understanding the Complexity of Stakeholder Engagement. Abstract published in *Proceedings of the Annual Conference of the Academy of Marketing Science*, Ed. Leroy Robinson Jr., p. 261. Presented by Maureen Bourassa in Coral Gables, Florida, May 2008.

Bourassa, Maureen (2006). Alternative Perspectives on Brand Personality: The Case of the Nonprofit Brand. Abstract published in *Proceedings of the Annual Conference of the Academy of Marketing Science*, Ed. Harlan E. Spotts, p. 214. (Presented by Maureen Bourassa in San Antonio, Texas, May 2006.

Bourassa, Maureen and Peggy Cunningham (2006). Rhythms of the Branding Beat: Experiences of Classical Music Performing Artists. Abstract published in *Proceedings of the 2006 AMA Winter Educators' Conference*, Eds. Jean L. Johnson and John Hulland, Vol. 17, pp. 184-185. Presented by Maureen Bourassa in St. Petersburg, Florida, August 2006.

15.3 Posters

Yu, Miao and **Maureen Bourassa** (2021). A Qualitative Investigation of Women Academics' Citation Experiences. Poster presented by Miao Yu at *Marketing & Public Policy Conference*, Remote, June, 2021.

Pankiw, Stephanie and **Maureen Bourassa** (2019). Engaging Stakeholders in Contentious Issues: Risk Perception and Zero-Sum Thinking. Poster presented by Stephanie Pankiw at *Marketing & Public Policy Conference*, Washington, DC, June 6-8, 2019.

Pankiw, Stephanie and **Maureen Bourassa** (2018). Transparency in the Non-profit Sector: Meaning and Inferences from the Donor and Non-profit Perspective. Poster presented by Stephanie Pankiw at *Marketing & Public Policy Conference*, Columbus, Ohio, June 7-9, 2018.

Lloyd, Ellen and **Maureen Bourassa** (2017). Who's Listening? Stakeholder Dialogue as Seen By Stakeholders. Poster presented by Ellen Lloyd at *Canadian Nuclear Society Annual Conference*, Niagara, ON, June 2017.

Bourassa, Maureen, Loleen Berdahl, Laura Hopkins, Scott Bell, and Jana Fried (2016). Respect, Knowledge, and Emotion in Stakeholder Engagement: A Nuclear Energy Perspective. Poster presented by Maureen Bourassa at *American Marketing Association Winter Educators' Conference*, Las Vegas NV, February 2016.

Bourassa, Maureen and Laurence Ashworth (2014). Depictions of (Dis)Satisfaction: Do Consumers Recall Respect? Poster presented at by Maureen Bourassa at *American Marketing Association Summer Educators' Conference*, San Francisco, CA, August 2014.

16. REPORTS AND OTHER OUTPUT

Berdahl, Loleen, Scott Bell, **Maureen Bourassa** and Jana Fried (2014). *Trust, Policymaking, and the Nuclear Sector: Overview of Saskatchewan Attitudes*. Saskatoon, Sask.: Social Sciences Research Laboratories, University of Saskatchewan.

Bourassa, Maureen, Scott Bell, Loleen Berdahl and Jana Fried (2014). *Values, Knowledge, and the Nuclear Sector: Overview of Saskatchewan Attitudes*. Saskatoon, Sask.: Social Sciences Research Laboratories, University of Saskatchewan.

Fried, Jana, S. Bell, Loleen Berdahl, and **Maureen Bourassa** (2014). *The Nuclear Energy Sector: Overview of Saskatchewan Attitudes*. Saskatoon, Sask.: Social Sciences Research Laboratories, University of Saskatchewan.

Fried, Jana, S. Bell, Loleen Berdahl, and **Maureen Bourassa** (2014). *The Nuclear Sector: Nuclear Medicine, Uranium Mining, and Nuclear Fuel Waste - Overview of Saskatchewan Attitudes*. Saskatoon, Sask.: Social Sciences Research Laboratories, University of Saskatchewan.

Bourassa, Maureen A., Peggy H. Cunningham, Laurence Ashworth, and Jay M. Handelman (2010). Respect in the Context of Business-to-Business Relationships. *Marketing Facts 2010: Statistics and Trends for Marketing in Canada*, Canadian Marketing Association, 7-12.

17. BOOK REVIEWS

Bourassa, Maureen (2005). Review of *The Origin of Brands: Discover the Natural Laws of Product Innovation and Business Survival* by Al and Laura Reis *Journal of the Academy of Marketing Science*, 33 (2), 235-237

18. INTELLECTUAL PROPERTY

None

19. RESEARCH FUNDING HISTORY

Bourassa, Maureen, Megan Walsh, and Erica Carleton (September 2021 to August 2023). *The Role of Gender Stereotypes in Advertising and Mindfulness on Leadership Aspirations and Perceived Respect*. \$7,000 (CAD). SSHRC Explore.

Bourassa, Maureen (February 2021 to May 2021). *For Student Jillian Wolkowski: Lifetime Productions Ltd*. \$10,000. Mitacs Business Strategy Internship.

Bourassa, Maureen (September 2020 to February 2021). *For Student Miao Yu: Pinnacle Marketing*. \$10,000. Mitacs Business Strategy Internship.

Bourassa, Maureen (August 2020 to November 2020). *For Student Nicole Matsalla: Blue Moose Media*. \$10,000. Mitacs Business Strategy Internship.

Deonandan, Kalowatie, **Maureen Bourassa**, Loleen Berdahl, and Scott Bell (July 2015 to June 2019). *Establishing Social License: Women, Respect, and Stakeholder Engagement in the Nuclear Sector*. \$151,783 (CAD), plus partner contributions of \$30,000 for a total of \$181,783 (CAD). Fedoruk Centre for Nuclear Innovation.

Bourassa, Maureen (May to August 2017). *Perceptions of Transparency and Authenticity in the Nonprofit Sector*. \$4,500 (CAD). University of Saskatchewan Undergraduate Research Assistantship (USRA) for Stephanie Pankiw (Student).

Bourassa, Maureen (May to August 2017). *Project 1: The Meaning and Indicators of Transparency in the Nonprofit Sector; Project 2: The Role of Authenticity in Business-Nonprofit Engagement*. \$4,000 (CAD). Edwards Research Committee for USRA 2017 Matching Funds.

Berdahl, Loleen, **Maureen Bourassa** and Scott Bell, Fedoruk (January 2014 to December 2016). *Evidence and Nuclear Policy in Saskatchewan*. \$151,513 (CAD), plus partner contributions of \$82,375 for a total of \$233,888. Centre for Nuclear Innovation.

Berdahl, Loleen, **Maureen Bourassa** and Joe Garcea (2010 to 2015). *Social Responsibility Research Laboratory*. \$169,839 (CAD), CFI contribution, Canadian Foundation for Innovation Leaders' Opportunity Fund Grant.

Cunningham, Peggy and **Maureen Bourassa** (2009 to 2015). *An Open Network Approach to Stakeholder Engagement: The Impact of Power, Respect, and Emotion*. \$53,370 (CAD). SSHRC Standard Research Grant.

Bell, Scott, Loleen Berdahl and **Maureen Bourassa** (June 2014 to December 2015). *Nuclear Industry Policy Research Unit (NIPRU): Understanding Individual and Corporate Opinions of Nuclear Industry Issues*. \$108,641 (CAD). Canadian Centre for Nuclear Innovation.

Bourassa, Maureen, Joe Schmidt, and Keith Willoughby (June 2014 to December 2015). *Understanding a Lean Climate*. \$10,000 (CAD), non-competitive. Saskatchewan Cancer Agency.

Maureen Bourassa (September 2014 to August 2015). *Marketing Research (Comm 357): Support for Community-Engaged Experiential Learning*. \$1,200 (CAD). Community Engagement and Outreach at the University of Saskatchewan.

Bourassa, Maureen (May to August 2014). *Canadian Attitudes Towards Charities*. \$2,000 (CAD), University of Saskatchewan Undergraduate Research Assistantship (USRA) for Abbey Stang (Student).

Maureen Bourassa (2013 to 2014). *Saskatchewan Business Survey*. \$3,989 (CAD). Edwards Research Committee.

Maureen Bourassa (September 2013 to April 2014). *Marketing Research (Comm 357) Community-Engaged Undergraduate Research*. \$3,000 (CAD). Gwenna Moss Centre for Teaching Effectiveness.

Barr, Cathy and David Lasby with **Maureen Bourassa (collaborator)** (2013). *Talking About Charities 2013 Survey*, \$107,460 (CAD). Muttart Foundation.

Maureen Bourassa (2009 to 2012). *Social Responsibility Research Laboratory – Understanding Successful Stakeholder Engagement*. \$30,000 (CAD). University of Saskatchewan and Edwards School of Business Start-Up Equipment Fund.

Maureen Bourassa (2008 to 2012). *Respect in Business to-Business Marketing Relationships*. \$5,000 (CAD). University of Saskatchewan Vice-Provost Start-up Research Funds (\$5,000)

Maureen Bourassa (July 2008). *Respect in Business to-Business Marketing Relationships*. \$11,000 (CAD). Edwards School of Business Start-up Research Funds (\$11,000)

Maureen Bourassa and Peggy Cunningham (2007 to 2009). *Understanding Successful Stakeholder Engagement*. \$7,000 (CAD). Queen's School of Business Research Grant.

20. PRACTICE OF PROFESSIONAL SKILLS

Reviewer:

Journal of Marketing Intelligence and Planning, Winter 2020

Science Communication, Summer 2019

Journal of Product and Brand Management, Spring 2019

Grant review for IRS 2018-2019 de l'IDEX Communauté Université Grenoble Alpes, Spring 2019

Journal of Macromarketing, Fall 2018

Journal of Risk Research, Fall 2018

Canadian Journal of Administrative Sciences, Spring 2018

Journal of Risk Research, Spring 2018

Science Communication, Winter/Spring 2018,

Marketing and Public Policy Conference (2 submissions), Winter 2017

Journal of Risk Research, Fall 2017

Journal of Macromarketing, Summer 2017

Canadian Journal of Administrative Sciences, Summer 2017

Nonprofit and Voluntary Sector Quarterly (Revisions), Winter/Spring 2017

Academy of Marketing Science Annual Conference (2 submissions), December 2016

Internal reviewer at University of Saskatchewan for one application to the Social Sciences and Humanities Research Council (SSHRC), Winter 2016

Nonprofit and Voluntary Sector Quarterly, Spring 2016

International Journal of Nonprofit and Voluntary Sector Marketing, Fall 2015

Canadian Journal of Administrative Sciences, Fall 2014

Marketing Intelligence & Planning, Summer 2013, Spring 2014, Winter 2014, Spring 2015

AMA 2014 Summer Marketing Educators Conference, Winter 2014

Journal of Historical Research in Marketing, Winter 2012, Fall 2010

Internal reviewer at University of Saskatchewan for two applications to the Social Sciences and Humanities Research Council (SSHRC), Fall 2011

A Stakeholder Approach to Corporate Social Responsibility (Book), Eds. Adam Lindgreen and Philip Kotler, Winter/Spring 2011

SSHRC Standard Research Grant Application, Fall 2010

International Journal of Arts Marketing, Fall 2008

American Marketing Association 2009 Winter Educators' Conference, Fall 2008 (3 papers)

Academy of Marketing Science Annual Conference, Marketing & Society Track, 2008

Journal of Consumer Research (Reviewer in Training), 2006

ASAC Conference, Business History Division, 2006

Historical Analysis and Research in Marketing 12th Annual Conference, 2005

Conference Coordinator:

Co-Coordinator with Monica Popa, "Rupert's Land Consumer Behaviour and Marketing Symposium", May 26-27, 2016, Saskatoon SK

Co-Coordinator with Marjorie Delbaere, "Rupert's Land Consumer Behaviour and Marketing Symposium", May 23-24, 2013, Saskatoon SK

Conference track chair:

Track co-chair, "Social, Ethical, and Public Policy Issues in Marketing Track", Academy of Marketing Science Annual Conference, 2010

Conference session chair:

"Levels of Knowing in Consumers, Ethics, and Policy Research", Academy of Marketing Science Annual Conference, 2015

"Transitioning from PhD Student to Professor", American Marketing Association Summer Educators' Conference, 2008

"To Market, To Market: Trends and Insights into Marketing Academia's Job Market", American Marketing Association Summer Educators' Conference, 2008

"Consumer Behavior Meet Technology: New Insights from Doctoral Students and Dissertation Chairs", American Marketing Association Summer Educators' Conference, 2007

"Brand Relationships", American Marketing Association Winter Educators' Conference, 2006

12th Annual Conference on Historical Analysis and Research in Marketing, 2005

21. ADMINISTRATIVE SERVICE

21.1 University Committees

University Review Committee (URC), 2020-21 (plus working group that revised USask Category 2 Standards)

21.2 College and Departmental Committees

Edwards School of Business Research Committee, 2020-21

Edwards School of Business Wellness Subcommittee, 2020-21

Edwards School of Business MBA Committee, 2019-20, 2020-21

Edwards School of Business Academic Affairs Committee, 2019-20

Edwards School of Business Assurance of Learning Committee, 2013-14, 2016-17, 2017-18

Edwards School of Business Research Committee, 2008-09 and 2014-16

Edwards School of Business Building and Space Planning Committee, 2011-12

Department of Management and Marketing Honours Committee, 2011-ongoing

Department of Marketing MSc Marketing Committee, Chair, 2014-ongoing

Department of Management and Marketing "Comm 204: Intro to Marketing" Committee member, 2009-ongoing, and coordinator, 2009-14

Department of Management and Marketing Recruiting Committee, 2009-ongoing

Department of Management and Marketing "Marketing" Committee, 2009-12

21.3 Other Administrative Service

Re-Imagine Graduate Student Funding Working Group, College of Graduate and Postdoctoral Studies, 2021.

Research Junction Funding Competition Adjudication Committee, Fall 2019 and Fall 2020.

Operations Committee, Social Sciences Research Laboratory (Survey and Group Analysis Laboratory), 2011-2016

22. PRESENTATIONS AT CONFERENCES (Non-Invited)

23. PUBLIC AND UNIVERSITY CONTRIBUTIONS

23.1 University Related

Coached JDC West Marketing Team, 2018-19, 2019-20, 2020-21

Delivered Marketing Pub Talk in support of MSc Marketing program: "The Respectful Marketing: This is NOT an oxymoron", March 2020

Presentation about Canadian education, culture, and business norms for undergraduate students at IUT Valence as part of an "International Days" symposium, March 2019

Judge for ESB Marketing Students' Society Case Competition, 2011, 2012, and 2018

Coordinated community engagement evening event "Are You Listening?" (panel and discussion about experiences of listening to stakeholders) with guests Denise Carpenter, Colleen Christopherson-Cote, and Tammy Robert, November 27, 2017, Louis' Loft. Attended by approximately 100 campus and community guests.

Coordinated campus engagement breakfast and conversation with Denise Carpenter, former Senior Vice President of Public and Government Affairs at EPCOR Utilities Inc., "Stakeholder Engagement: Reflections on our Research and its Connection to Practise," November 27, 2017 at the Diefenbaker Centre. Attended by approximately 15 university researchers and graduate students.

Coordinated research workshop and visit at Edwards by Ela Veresiu, Associate Professor of Marketing, York University, September 29, 2017

Judge for 4th Annual Undergraduate Student Research Assistantship (USRA) 2017 Summer Social & Poster Competition (August 17, 2017)

Coach for Refresh Marketing Case Competition, 2016

Chair, American Marketing Associations' Doctoral Students' Special Interest Group (DocSIG), 2006-2008

Judge for QMAC (Queen's Marketing Association Conference) Challenge, 2003, 2005, 2006, and 2007

Recruitment and selection committee member for a tenure-track faculty position at the Johnson Shoyama Graduate School of Public Policy, 2016-17

Coordinated research workshop and visit at Edwards by Joey Hoegg, Associate Professor of Marketing, University of British Columbia, January 27, 2017

Participation in Women in Leadership Networking Event, January 19, 2017

Co-facilitator of workshop on 4MAT instructional design tool at Gwenna Moss Centre for Teaching Effectiveness, May 2, 2016

Panelist/presenter on teaching tools at Campus Café at Gwenna Moss Centre for Teaching Effectiveness, April 26, 2016

Organized training session on NVivo Software for faculty and students of Edwards School of Business (10 participated) at the Social Sciences Research Laboratory, January 22, 2016

Planned and coordinated Comm 357 student teams in preparing and delivering 5 unique marketing research studies for Saskatoon Cycles, The Bridge City Bike Coop, and the Campus Cycling Club, 2015

Presenter and panelist at Engaged Scholar Day, "Developing Technical Expertise While Fostering Respect and Humility," Readyng Students for Community Engaged Learning Conversation Café, May 2014

Research Workshop Presentation, Edwards School of Business, "Saskatchewan's Nuclear Sector Developments: What does the public really think?" April 2014

Planned and coordinated Comm 357 student teams in preparing and delivering 25 unique marketing research studies for Elizabeth Fry Society of Saskatchewan, Heart & Stroke Foundation (Saskatchewan Office), International Women of Saskatoon, McClure Place Association, Retrouvaille Saskatchewan, Saskatchewan Intercultural Association, Saskatoon Opera, and The Princess Shop, 2013-14

Organized training session on Qualtrics for Edwards School of Business Faculty (approx. 15 faculty attended) at the Social Sciences Research Laboratory, August 22, 2013

Teaching and Learning Presentation, Edwards School of Business, "Using Rubrics as Assessment and Feedback Tools," February 2012

Ad-Hoc Committee, Edwards-Sun West School Division Partnerhsip: Save Landis School rural sustainability initiative, Saskatoon, SK, June 2011.

Presentation at University of Saskatchewan Language Centre, "How Do Marketers' Develop Their Brands?" March, 2012 and November, 2010

Planned and coordinated COMM 352 student teams in compiling a marketing plan for the T.Rex Discovery Centre and Churchill River Canoe Outfitters, Fall, 2011

Network for Business Sustainability, Member and University of Saskatchewan Liaison/Champion, 2009-present

Research Workshop Presentation, Edwards School of Business, "What Does Social Responsibility Mean to my Grocery Store? Understanding Marketers' Interactions with Stakeholders," December, 2008

23.2 Non-University Related

Member of the Business Advisory Group of the Saskatoon Poverty Reduction Partnership and of the Saskatoon Poverty Reduction Partnership, 2014-2021

Delivered half-day marketing research workshop to women entrepreneurs that are part of AWESOME Program at the Saskatchewan Food Industry Development Centre Inc., March 2020

Attended Women in Mining/Women in Nuclear (WIM/WIN) Saskatchewan Conference, Saskatoon, October 2018

Attended Women in Mining/Women in Nuclear (WIM/WIN) Saskatchewan Conference, Saskatoon, October 2016

Hosted (with Barbara Phillips and Adam Slobodzian) high school students from Unity, SK to provide marketing advice regarding a student run leadership program and course, June 2016

Member of Living Wage Saskatoon, 2014-16

Attended "Accelerating Community Change with Collective Impact" hosted by Tamarack Institute, Saskatoon, November 2015

Attended Women in Mining/Women in Nuclear (WIM/WIN) Saskatchewan Conference, Saskatoon, October 2015

Invited to participate in Not-For-Profit Research Roundtable hosted by Imagine Canada and the Mowat Centre, School of Public Policy and Governance at the University of Toronto, June 10-11, 2013

Invited to participate in Nuclear Energy Roundtable hosted by the Public Policy Forum at Innovation Place in Saskatoon, May 14, 2013