

**CURRICULUM VITAE
FOR**

Bourassa, Maureen A.

Department of Management & Marketing

1. PERSONAL

Husband Stephan and children Julia (10), Oliver, (7), and Elliott (5)

2. ACADEMIC CREDENTIALS

PhD Management (Marketing) 2009, Queen's School of Business
MSc in Management (Marketing) 2003, Queen's School of Business
BComm 2000, University of Saskatchewan

3. OTHER CREDENTIALS

None

4. APPOINTMENT(S) AND PROMOTION(S) (U OF S)

Associate Professor, Tenured, Department of Management and Marketing, July 1, 2017

Graduate Chair, Master of Science in Marketing Program, Department of Management and Marketing, July 1, 2014

Assistant Professor, Department of Management and Marketing, July 1, 2008

Academic Program Chair, Master of Science in Marketing Program, August 1, 2014

5. ASSOCIATE MEMBERSHIPS

Associate Member, Johnson-Shoyama Graduate School of Public Policy, January 2012 to ongoing
Academy of Marketing Science, Member (ongoing)
American Marketing Association, Member (ongoing)

6. LEAVES

Maternity Leave, May 2012 to April 2013

Maternity Leave, October 2010 to October 2011

7. HONOURS (MEDALS, FELLOWSHIPS, PRIZES)

PotashCorp Enhancement Chair for Saskatchewan Enterprise, January 1, 2017 – June, 30, 2019

First place winner (tie), 2008 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 (Awarded \$1,000)

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

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

Canada Graduate Scholarship, Social Sciences and Humanities Research Council, (SSHRC), 2004-2007 (\$116,000)

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

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

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

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

8. PREVIOUS POSITIONS RELEVANT TO U OF S EMPLOYMENT

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

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

9. TEACHING

9.1. SCHEDULED INSTRUCTIONAL ACTIVITY

YEAR	COURSE	INST. TYPE	ENRL.	YIH	YCSH
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
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	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

9.3. POSTGRADUATE STUDENTS SUPERVISED OR ON THEIR COMMITTEE

TYPE	NAME	DEGREE	DEPARTMENT	THESIS SUBJECT AREA	TIME FRAME
Supervisor	Ellen Lloyd	MSc	Marketing	Women and Nuclear	2015-present
Committee	Brennan Field	MSc	Political Studies	Knowledge Translation	2013-15
Committee	Jacqueline Thomarat	PhD	Public Policy	Philanthropic Foundations	2010-present

10. THESES SUPERVISED

UNDERGRADUATE HONOURS THESES SUPERVISED

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

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

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

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

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

11. BOOKS, CHAPTERS IN BOOKS, EXPOSITORY AND REVIEW ARTICLES

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

PUBLISHED:

Bourassa, Maureen, Peggy Cunningham, Laurence Ashworth, and Jay Handelman (Accepted), "Respect in Buyer/Seller Relationships," *Canadian Journal of Administrative Sciences*.

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:

Deonandan, Kalowatie, Rebecca Tatham, Maureen Bourassa, and Loleen Berdahl, "Exploring Women's Attitudes Towards Nuclear Technology," Target: *Atlantis: Critical Studies in Gender, Culture and Social Justice*

WORKING PAPERS:

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*

Laurence Ashworth and Bourassa, Maureen, "Expressions of (Dis)Respect: Understanding Respect in a Consumer Context". Target: *Journal of Business Ethics*

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. PAPERS IN NON-REFEREED JOURNALS

PUBLISHED:

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.

14. INVITED PAPERS IN PUBLISHED CONFERENCE PROCEEDINGS AND ABSTRACTS

None

15. CONTRIBUTED PAPERS IN PUBLISHED CONFERENCE PROCEEDINGS AND ABSTRACTS:

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, New Zealand, June 2017.)

Kalagnanam, Suresh, **Maureen Bourassa**, Lisa Erickson, and Colleen Christopherson-Cote (2017), "Saskatoon Poverty Reduction Partnership: Towards a Poverty Free Saskatoon," *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, Loleen Berdahl, Laura Hopkins, Scott Bell, and Jana Fried (2016), "Respect, Knowledge, and Emotion in Stakeholder Engagement: A Nuclear Energy Perspective," Poster presented at *American Marketing Association Winter Educators' Conference*. (Presented by Maureen Bourassa in Las Vegas, NV, February 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.)

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." Paper published in the 2015 Spatial Knowledge and Information Canada conference proceedings. (Presented by Jana Fried in Banff, AB, February, 2015)

Berdahl, Loleen, Scott Bell, **Maureen Bourassa**, and Jana Fried (2014), "Nuclear Knowledge, Trust and Public Acceptance of Nuclear Developments," Paper published in proceedings at *Pacific Basin Nuclear Conference 2014*. (Presented by Loleen Berdahl in Vancouver, BC, August 2014.)

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

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 May 2008.)

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, pp.24-35. **Nominated for Stanley C. Hollander Best Paper Award.** (Presented by Maureen Bourassa May 2007.)

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 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 August 2006.)

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, pp. 16-24. **Nominated for Stanley C. Hollander Best Paper Award.** (Presented by Maureen Bourassa May 2005.)

16. TECHNICAL REPORTS RELEVANT TO ACADEMIC FIELD

Berdahl, L., S. Bell, M. Bourassa and J. Fried. 2014. *Trust, Policymaking, and the Nuclear Sector: Overview of Saskatchewan Attitudes*. Saskatoon, Sask.: Social Sciences Research Laboratories, University of Saskatchewan.

Bourassa, M., S. Bell, L. Berdahl and J. Fried. 2014. *Values, Knowledge, and the Nuclear Sector: Overview of Saskatchewan Attitudes*. Saskatoon, Sask.: Social Sciences Research Laboratories, University of Saskatchewan.

Fried, J., S. Bell, L. Berdahl, and M. Bourassa. 2014. *The Nuclear Energy Sector: Overview of Saskatchewan Attitudes*. Saskatoon, Sask.: Social Sciences Research Laboratories, University of Saskatchewan.

Fried, J., S. Bell, L. Berdahl, and M. 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.

17. BOOK REVIEWS

Bourassa, Maureen (2005), "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. INVITED LECTURES OUTSIDE U OF S AND INVITED CONFERENCE PRESENTATIONS:

NOTE: Maureen was involved in all presentations unless otherwise specified.

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

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

Ellen Lloyd and **Maureen Bourassa**, "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, "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**, "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, "Exploring Women's Attitudes Towards Nuclear Technology," Paper presented at the Canadian Political Science Association Conference. (Presented by Kalowatie Deonandan in June 2016, Calgary AB.)

Maureen Bourassa, "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, "Credibility and the Science-Society-Policy-Interface," Paper presented at 2015 Prairie Political Science Association Annual Meeting. (Presented by Loleen Berdahl in September 2015, Banff, AB.)

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

Kalowatie Deonandan, **Maureen Bourassa**, Loleen Berdahl, and Scott Bell, "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, "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, "Saskatchewan Public Opinions of Nuclear Issues", *nuclearFacts* 2014, Saskatoon SK, November 2014.

Loleen Berdahl, **Maureen Bourassa**, Scott Bell, Jana Fried, and Brennan Field, "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," at Prairie Political Science Association (2014) conference. (Presented by Loleen Berdahl in Banff, Alberta, September 2014.)

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

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

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

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

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

19. PRESENTATIONS AT CONFERENCES (Non-Invited)

Albinsson, Pia, Sharmin Attaran, Teresa Besci, **Maureen Bourassa**, Garrett Coble, Christina Kowalczyk, Todd Weaver, "Ethical and Professional Conduct in Marketing Academia" at 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, presented August 2008.

20. PATENTS GRANTED OR PENDING

None

21. RESEARCH GRANT INFORMATION

ONGOING GRANTS:

Deonandan, Kalowatie, **Maureen Bourassa**, Loleen Berdahl, and Scott Bell, Fedoruk Centre for Nuclear Innovation (\$151,783, plus partner contributions of \$30,000 for a total of \$181,783) for "Establishing Social License: Women, Respect, and Stakeholder Engagement in the Nuclear Sector", July 2015 to June 2018.

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

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

PREVIOUS GRANTS:

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

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

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

Bell, Scott, Loleen Berdahl and **Maureen Bourassa**, Canadian Centre for Nuclear Innovation (\$108,641) for "Nuclear Industry Policy Research Unit (NIPRU): Understanding Individual and Corporate Opinions of Nuclear Industry Issues", January 2013-December 2015.

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

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

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

Maureen Bourassa, Edwards Research Committee (\$3,989) for “Saskatchewan Business Survey,” 2013-14.

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

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

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

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

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

Maureen Bourassa and Peggy Cunningham, Queen’s School of Business Research Grant (\$7,000) for “Understanding Successful Stakeholder Engagement”, 2007-2009.

22. ARTISTIC EXHIBITIONS OR PERFORMANCES

None

23. PROFESSIONAL PRACTICE

REVIEWER:

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

24. CONSULTING WORK UNDERTAKEN

None

25. DEPARTMENTAL AND COLLEGE COMMITTEES

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

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

26. UNIVERSITY COMMITTEES

None

27. PROFESSIONAL AND ASSOCIATION OFFICES AND COMMITTEE ACTIVITY OUTSIDE

Coach for Refresh Marketing Case Competition, 2016

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

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

28. PUBLIC AND COMMUNITY CONTRIBUTIONS

UNIVERSITY RELATED:

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

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

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 Partnership: 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

NOT UNIVERSITY RELATED:

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

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