

**CURRICULUM VITAE FOR
Barbara J. Phillips**

**Rawlco Scholar in Advertising
Professor of Marketing**
Department of Management and Marketing
Edwards School of Business
University of Saskatchewan

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Saskatoon, SK Canada
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ACADEMIC CREDENTIALS:

Doctor of Philosophy, The University of Texas at Austin, 1996, Advertising
Master of Arts, The University of Texas at Austin, 1993, Advertising
Bachelor of Commerce (Honours), The University of Manitoba, 1988, Marketing

APPOINTMENTS AND PROMOTIONS:

Rawlco Scholar - July 1, 2007
Full Professor - July 1, 2004
Awarded tenure - July 1, 1999
Associate Professor - July 1, 1997
Assistant Professor - July 1, 1996

PUBLICATIONS:

REFERRED JOURNAL ARTICLES:

Phillips, Barbara J. and Trina Segó (2011), "The Role of Identity in Disposal: Lessons from Mothers' Disposal of Children's Possessions," *Marketing Theory*, forthcoming.

Phillips, Barbara J. and Edward F. McQuarrie (2011), "Contesting the Social Impact of Marketing: A Re-Characterization of Women's Fashion Advertising," *Marketing Theory*, 11 (2), in press.

Delbaere, Marjorie, Edward F. McQuarrie, and Barbara J. Phillips (2011), "Personification in Advertising: Using a Visual Metaphor to Trigger Anthropomorphism," *Journal of Advertising*, 40 (1), 119-129.

Phillips, Barbara J. and Edward F. McQuarrie (2010), "Narrative and Persuasion in

- Fashion Advertising,” *Journal of Consumer Research*, 37 (October), 368-92.
- Phillips, Barbara J. and Edward F. McQuarrie (2009), “Impact of Advertising Metaphor on Consumer Beliefs: Delineating the Contribution of Comparison versus Deviation Factors,” *Journal of Advertising*, 38 (1), 49-61.
- McQuarrie, Edward F. and Barbara J. Phillips (2008), “It’s Not Your Father’s Magazine Ad: Magnitude and Direction of Recent Changes in Advertising Style,” *Journal of Advertising*, 37 (3), 95-106.
- Phillips, Barbara J. and Fred Phillips (2007), “Sink or Skim: Textbook Reading Behaviors of Introductory Accounting Students,” *Issues in Accounting Education*, 22 (1), 21-44.
- McQuarrie, Edward F. and Barbara J. Phillips (2005), “Indirect Persuasion in Advertising: How Consumers Process Metaphors Presented in Pictures and Words,” *Journal of Advertising*, 34 (2), 7-21
- Phillips, Barbara J. and Wei-Na Lee, (2005), “Interactive Animation: Exploring Spokes-Characters on the Internet,” *Journal of Current Issues and Research in Advertising*, 27 (1), 1-17.
- Phillips, Barbara J. (2005), “Working Out: Consumers and the Culture of Exercise,” *Journal of Popular Culture*, 38 (3), 525-551.
- Phillips, Barbara J. and Edward F. McQuarrie (2004), “Beyond Visual Metaphor: A New Typology of Visual Rhetoric in Advertising,” *Marketing Theory*, 4 (1/2), 111-134.
- Phillips, Barbara J. and Edward F. McQuarrie (2002), “The Development, Change, and Transformation of Rhetorical Style in Magazine Advertisements 1954-1999,” *Journal of Advertising*, 31 (4), 1-13.
Reprinted in *Advertising & Society Review*, 6 (4), 2006.
- Phillips, Barbara J. (2000), “The Impact of Verbal Anchoring on Consumer Response to Image Ads,” *Journal of Advertising*, 29 (1), 15-24.
- Phillips, Barbara J. and Barbara Gyoerick (1999), “The Cow, the Cook, and the Quaker: Fifty Years of Spokes-Character Advertising,” *Journalism and Mass Communication Quarterly*, 76 (4), 713-728.
- Phillips, Barbara J. (1997), “Thinking Into It: Consumer Interpretation of Complex Advertising Images,” *Journal of Advertising*, 26 (2), 77-87.
Reprinted in Margaret Hogg’s *Consumer Behavior II*, Sage Publications, 2005.
- Phillips, Barbara J. (1997), “In Defense of Advertising: A Social Perspective,” *Journal of Business Ethics*, 16 (2), 109-118.
Reprinted in Turkish translation, 2007.

Callcott, Margaret and Barbara J. Phillips (1996), "Elves Make Good Cookies: Creating Likable Spokes-Character Advertising," *Journal of Advertising Research*, 36 (5), 73-79.

Phillips, Barbara J. (1996), "Defining Trade Characters and Their Role in American Popular Culture," *Journal of Popular Culture*, 29 (4), 143-158.
Reprinted in Ray B. Brown's *Profiles of Popular Culture: A Reader*, University of Wisconsin Press, 2004.

BOOKS AND BOOK CHAPTERS (Last 10 years):

McQuarrie, Edward F. and Barbara J. Phillips, ed. (2008), *Go Figure! New Directions In Advertising Rhetoric*, Armonk, NY: ME Sharpe.

Phillips, Barbara J. and Edward F. McQuarrie (2007), "Road Map or Secret Weapon? The Role of Conceptual Metaphor in Shaping Marketing Communications about Exercise," in Tina M. Lowery's *Psycholinguistic Phenomena in Marketing Communication*, Mahwah, NJ: Lawrence Erlbaum Associates, Inc., 135-154.

Phillips, Barbara J. (2003), "Understanding Visual Metaphor," in Linda M. Scott and Rajeev Batra's *Persuasive Imagery: A Consumer Response Perspective*, New York, NY: Lawrence Erlbaum Associates, Inc., 297-310.

CONFERENCE PROCEEDINGS:

Townend, Ryan W. and Barbara J. Phillips (1998), "Creating Effective Logos: Philosophies, Processes, and the Rules," Judith Madill (ed.), *Marketing Proceedings of the Administrative Sciences Association of Canada 1998 Conference*, 19 (3), 109-116, Saskatoon, Saskatchewan.

Phillips, Barbara J. (1996), "The Role of Advertising Trade Characters in Forming Product Perceptions," Gary B. Wilcox (ed.), *Proceedings of the 1996 Conference of the American Academy of Advertising*, 171-178, Austin, TX, USA.

Phillips, Barbara J. (1996), "Advertising and the Cultural Meaning of Animals," Kim Corfman and John Lynch (eds.), *Advances in Consumer Research*, 23, 354-360, Provo, UT, USA.

CONFERENCE PRESENTATIONS (Last 5 years):

Cultural Capitalists on the Digital Frontier: A Bourdieusian Account of Fashion Blogging. Rupert's Land 2011 Symposium, May, Regina, Canada.

The Persuasive Impact of Advertising Visuals: 30 Years On, What Have We Learned? Society for Consumer Psychology 2011 Conference, February, Atlanta, USA.

Paradoxical Discourse and Cultural Capital in Fashion Blogging. Society for Consumer

Psychology 2011 Conference, February, Atlanta, USA.

Exaggeration on the Side of Truth: The Effective Use of Hyperbole. European American Academy of Advertising 2010 Conference, June, Milan, Italy.

The Role of Identity in Disposal: Lessons from Mother's Disposal of Children's Products. Rupert's Land 2010 Symposium, May, Saskatoon, Canada.

Beyond Aspiration: A Characterization of Women's Consumption of Fashion Advertising. Rupert's Land 2009 Symposium, May, Winnipeg, Canada.

Mona Lisa With a Gucci Purse: How Fashion Images are Consumed. American Academy of Advertising 2009 Conference, March, Cincinnati, USA.

Mona Lisa With a Gucci Purse: How Fashion Images are Consumed. Society for Consumer Psychology 2009 Conference, February, San Diego, USA.

Through the Looking Glass: New Ideas about the Consumption of Beauty. Association for Consumer Research 2008 Conference, October, San Francisco, USA.

Picture, More Pictures, Nothing But Pictures: Image as Genre. Association for Consumer Research 2006 Conference, October, Orlando, USA.

WORK IN PROGRESS:

Edward F. McQuarrie, Jessica Miller, and Barbara J. Phillips (2011). "Cultural Capitalists on the Digital Frontier: A Bourdeusian Account of Fashion Blogging," Under second round review.

Edward F. McQuarrie, Barbara J. Phillips, and Steven Andrews (2011). "How Relevant is Advertising Scholarship," Under first round review.

Devon Hennig and Barbara J. Phillips (2011). "Understanding Viral Video Mavens," Under first round review.

Barbara J. Phillips and Edward F. McQuarrie (2010). "Exaggeration of the Side of Truth: Consumer Processing of Visual Hyperbole," In process (data collection).

RESEARCH GRANTS:

Social Sciences and Humanities Research Council Grant – 2007 to 2010 (\$55,493)

Social Sciences and Humanities Research Council Grant – 2007 to 2010 (\$69,859)

Social Sciences and Humanities Research Council Grant – 2002 to 2005 (\$55,656)

HONOURS:

RESEARCH:

Canadian Journal of Administrative Sciences Outstanding Reviewer Award - 2010

S. Watson and Elizabeth S. Dunn Award for Excellence In Advertising - 2004

Journal of Advertising Best Article Award - 2005

Journal of Advertising Best Article Award - 2002

Journal of Advertising Reviewer of the Year – 2000, 2002, 2009

The American Academy of Advertising Doctoral Dissertation Proposal Award - 1995

TEACHING:

Provost's Award for Outstanding Teaching in the Edwards School of Business - 2010

College of Commerce "Most Effective Professor" Award - 2002 and 2004

USSU Teaching Excellence Award - 1997

TEACHING EXPERIENCE: University of Saskatchewan

	<u>Number of Students Given a Final Grade</u>
<u>1996-2010</u>	
COMM 204 - Introduction to Marketing (nine sections)	905
COMM 354 - Consumer Analysis (four sections)	165
COMM 451 – Integrated Marketing Communications (fifteen sections)	558
COMM 450 - Marketing and Popular Culture (eight sections)	189
COMM 450 – Branding (five sections)	126
MBA 898 - Marketing Communications	21

Instructor for the University of Saskatchewan's Executive Development Program,
1998, 2000, 2005

UNDERGRADUATE HONOURS THESES:

1997 to 2006 – Supervisor for 7 students

Ashley Hanson, B. Comm. "Images of Men: An Analysis of the Portrayal of Men in Fashion Advertisements." 2008. (Supervisor).

Jennifer Shewchuk, B. Comm. "The Greek God Who is Wearing Diesel: How Men Consume Fashion Imagery." 2009. (Supervisor).

Kelly Jackson, B. Comm. “Visual and Verbal Processing Scales: A Marketer’s Tool to Effective Advertising.” 2010, (Supervisor).

Grant Wilson, B. Comm. “Prescription Drug Advertising Compliance and Appeals in the United States and Canada: A Content Analysis.” 2011. (Supervisor).

Devon Hennig, B. Comm. “Understanding Viral Video Mavens.” 2011. (Supervisor).

Mitch Haver, B. Comm. “Ethical Issues in Online Dating: Creating an Ethical Profile of Online Matchmaking Through Content Assessment.” (Supervisor).

GRADUATE THESES:

2000-2006 – Committee member for 5 students

Thomas, Catherine Norlaine (Marketing – University of Manitoba). “For Him, For Her: The Effects of Gender Stereotypes in Advertising on Gift Giving Behaviour and Social Attitudes.” 2009. (External examiner).

McFerran, Brent (Marketing – University of British Columbia). “Effects of Obesity and Social Influence on the Food Choices of Others.” 2009. (External examiner).

PROFESSIONAL PRACTICE:

Editorial Review Board, *Journal of Advertising*, 2000-2011.

Editorial Review Board, *Journal of Interactive Advertising*, 2006-2011.

Editorial Review Board, *International Journal of Advertising*, 2009-2011.

Editorial Review Board, *Journal of Current Issues and Research in Advertising*, 2001-2010.

Ad hoc reviewer, *Advances in Consumer Research*, 1997-2010.

Ad hoc reviewer, American Academy of Advertising Conference 1997-2011.

Ad hoc reviewer. *Canadian Journal of Administrative Sciences*, 2010-11.

Ad hoc reviewer, *Journal of Retailing*, 2008.

Ad hoc reviewer, *Marketing Theory*, 2003, 2005, 2006.

Ad hoc reviewer, SSHRC Standard Research Grant Application, 2004-2006, 2008.

Ad hoc reviewer, NSERC Grant, 2010.

American Academy of Advertising invited newsletter articles:

“My Life in Pictures: Ten Years of Studying Complex Advertising Images,”
December, 2007, 4-5.

“I Regret to Inform You That Your Paper Stinks: A Guide for New Reviewers,”
June, 2001, 2.

American Academy of Advertising Publications Committee – 2006-8; Chair 2008

External assessor for Marketing tenure case – New Mexico State University – 2006

External assessor for Marketing tenure case – University of Texas at Arlington - 2007

External assessor for Marketing tenure and promotion case – University of Lethbridge
- 2007

Association for Consumer Research Web site invited article:

“Straight Up: Why Advertisers Use Metaphor Instead of Making
Straightforward Claims,” 2006.

Consulted with Federal Government regarding measuring advertising effectiveness,
January 2008

Co-Chair of the Rupert’s Land 2010 Symposium

DEPARTMENT AND COLLEGE COMMITTEES:

College Review Committee, 2003-2004; 2007-2011

Research Pool Director, 2008-2010

Integrated Curriculum Review Committee, 2004-2005

Teaching Effectiveness Committee, 1997-2006

College of Commerce Computer Users Committee, 1998-2002

UNIVERSITY COMMITTEES:

Presidential Advisory Committee on Positioning the University, 2009-2011

Commitment to Student Diversity, Working Group, 2008-2011

College of Commerce Dean’s Search Committee, 2005

Golden Key Honour Society Advisor, 2003-2005

Gwenna Moss Teaching and Learning Centre Advisory Board, 2000-2002

Sylvia Wallace Sessional Teaching Excellence Selection Committee
- 2001-2004