

## MARJORIE A. DELBAERE

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### *Office Address*

Edwards School of Business  
Department of Management and Marketing  
University of Saskatchewan  
25 Campus Drive  
Saskatoon SK S7N 5A7

Phone: 306-966-5916  
Fax: 306-966-2516  
Email: delbaere@edwards.usask.ca

### EDUCATION

#### **Ph.D. in Marketing, 2008**

Asper School of Business, University of Manitoba

#### **Bachelor of Commerce (Honours), 1997**

Faculty of Management, University of Manitoba

### REFEREED JOURNAL PUBLICATIONS

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), 121-130.

Sivaramakrishnan, Subramanian, Marjorie Delbaere, David Zhang and Edward Bruning (2010), "Antecedents and Consequences of Market Knowledge Management: A Conceptual Model and Empirical Evidence," *International Journal of Knowledge Management*, 6(3), 1-21.

Sivaramakrishnan, Subramanian, David Zhang, Marjorie Delbaere and Edward Bruning (2008), "The Relationship Between Organizational Commitment and Market Orientation," *Journal of Strategic Marketing*, 16(1), 55-73.

Delbaere, Marjorie, and Malcolm C. Smith (2007), "Health Care Knowledge and Consumer Learning: The Case of Direct-to-Consumer Drug Advertising," *Health Marketing Quarterly*, 23(3), 9-29.

Sivaramakrishnan, Subramanian, Marjorie Delbaere and Edward Bruning. (2004), "The Role of Knowledge Management in the Market Orientation – Business Performance Linkage," *International Journal of Knowledge, Culture and Change Management*, Volume 4.

### MANUSCRIPTS UNDER REVIEW

"Literally Experts: Expertise and the Processing of Analogical Metaphors," with Malcolm C. Smith, under revision for *International Journal of Advertising*.

## REFEREED CONFERENCE PROCEEDINGS

Subramanian, Sivaramakrishnan, David Zhang, Marjorie Delbaere and Edward Bruning (2007), "The Mediating Role of Knowledge Management in Translating the Firm's Learning Orientation and Market Orientation to Business Performance," *Proceedings of the 40th Hawaii International Conference on System Sciences*, p194c.

Zhang, David Di, Marjorie Delbaere, Sivaramakrishnan, Subramanian, and Edward Bruning, (2004), "The Role of Knowledge Management in the Market Orientation – Business Performance Linkage," *Administrative Sciences Association of Canada Conference Proceedings*, Boctor, F. (Ed.), 25, 1-16. Awarded **Honourable Mention** in the Marketing Track.

Delbaere, Marjorie and Malcolm C. Smith (2003). "Knowledge and Persuasion: Applying Marketing Models to Knowledge Management and Utilization in a Health Care Context," *Frontiers of e-Business Research 2003*, Hannula, M., Jarvelin, A. and Seppa, M. (Eds.), 52-61.

Delbaere, Marjorie and Bruce Huhmann (2003). "Risk, Ambiguity and Controversial Products: The Case of Genetically Engineered Food," *Administrative Sciences Association of Canada Conference Proceedings*, Fullerton, G. (Ed.), 24, 40-51.

Sivaramakrishnan, Subramanian, Marjorie Delbaere and Edward Bruning (2003). "The Role of Knowledge Management in the Market Orientation - Business Performance Linkage," *Administrative Sciences Association of Canada Conference Proceedings*, Fullerton, G. (Ed.), 24, 93-105.

## REFEREED CONFERENCE PRESENTATIONS

Delbaere, Marjorie and Malcolm C. Smith (2009), "Consumers, Analogies and Drugs: The Influence of Expertise on Processing Analogies in DTC Ads," *Society for Consumer Psychology*, San Diego, CA.

McKay-Nesbitt, Jane, Malcolm C. Smith and Marjorie Delbaere (2008), Knowledge Utilization in Teams of Experts and Novices: An Attribution Theory Approach," *eBusiness Research Forum*, Helsinki, Finland.

Delbaere, Marjorie and Kelley J. Main (2008), "Looking for Love: Meta-accuracy and Self-presentation in Personal Ads," *Society for Consumer Psychology*, New Orleans, LA.

Delbaere, Marjorie and Malcolm C. Smith (2006). "Knowledge Transfer and Rhetoric: The Influence of Rhetorical Figures on Consumer Learning," *Association for Consumer Research*, Orlando, FL.

Delbaere, Marjorie, David Zhang, Subramanian Sivaramakrishnan, and Edward Bruning (2005). "Antecedents to Knowledge Management: The Role of Information Technology

Adoption, Analytical Capabilities, and Market Orientation,” *Academy of Marketing Science Conference*, Tampa, Florida, May 2005.

Delbaere, Marjorie (2005). “Information, Knowledge Transfer and Learning: The Case of Direct-to-Consumer Drug Advertising,” *Administrative Sciences Association of Canada Conference*, Toronto, Canada, May 2005. Awarded **Best Student Paper** in the Health Care Management Track.

Sivaramakrishnan, Subramanian, Marjorie Delbaere, and Edward Bruning (2004). “The Role of Knowledge Management in Translating a Market Orientation to Business Performance,” *European Marketing Academy Conference*, Murcia, Spain, May 2004.

Delbaere, Marjorie, Edward Bruning and Subramanian Sivaramakrishnan (2002). “The Relationship between Knowledge Management, Market Orientation and Superior Organizational Performance,” *Knowledge Summit Doctoral Consortium*, Centre for Knowledge Based Enterprises, Queens University, Kingston, Canada.

## **OTHER CONTRIBUTIONS**

Delbaere, Marjorie (2004). “Knowledge Utilization by Consumers of Health Care Services: The Case of Direct-to-Consumer Drug Advertising” *Centre for Knowledge Transfer Spring Symposium Poster Competition*,” May 2004, Edmonton, Canada. Awarded **Best Paper**.

## **INVITED PRESENTATIONS**

Delbaere, Marjorie (2010), “Metaphors in Pharmaceutical Ads: Battlefields, Magic Bullets and Monsters,” *Rupert’s Land Consumer Behaviour Symposium*, Saskatoon, SK.

Delbaere, Marjorie (2009), “Prescriptions for Success? Metaphors in DTC Drug Ads,” *Rupert’s Land Consumer Behaviour Symposium*, Winnipeg, MB.

Delbaere, Marjorie and Deirdre McCaughey (2005). “Introduction to Case Study Analysis,” *Centre for Knowledge Transfer Spring Symposium*, May 2005, Edmonton, Canada.

Delbaere, Marjorie and Deirdre McCaughey (2004). “Knowledge Utilization, Marketing and Health Care,” *Western Regional Training Centre for Health Services Research*, University of Manitoba, December 2004, Winnipeg, Canada.

Delbaere, Marjorie and Malcolm C. Smith (2004). “Applying Marketing Principles to Knowledge Utilization in Health Care: The Marketing of Ideas,” *Centre for Knowledge Transfer Spring Symposium*, May 2004, Edmonton, Canada.

## **RESEARCH IN PROGRESS**

“Conceptual Metaphors in Pharmaceutical Ads: A Comparison of Direct-to-Consumer Ads and Physician-targeted Ads.”

“Consumer Persuasion Knowledge in Non-conventional Marketplaces: The Case of Branded Prescription Drugs” with Mei-Ling Wei, Saint Mary’s University.

“Corporate Social Responsibility and Green Advertising: Consumer Reactions to Explicit vs. Implied Environmental Claims,” with David Zhang, University of Saskatchewan.

## **RESEARCH INTERESTS**

Metaphors, analogical knowledge transfer & consumer learning

Rhetorical figures

Pharmaceutical marketing

Controversial products

Knowledge management and market orientation

## **ACADEMIC AWARDS AND HONOURS**

- 2006 AMA Sheth Foundation Doctoral Consortium Fellow, University of Maryland
- 2006 European Marketing Academy Doctoral Colloquium Participant, Athens, Greece
- 2004 – 2007 Social Sciences and Humanities Research Council of Canada Doctoral Fellowship (CDN \$20,000 per year)
- 2002 – 2006 Centre for Knowledge Transfer Doctoral Fellowship (CDN \$20,000 per year)
- 2001 – 2007 Asper School of Business Tuition Fellowship
- 2001 – 2002 Asper School of Business Doctoral Fellowship (CDN \$17,000 per year)
- 1996 Robin Charles Ringland Memorial Scholarship (CDN \$500)

## **RESEARCH GRANTS**

- 2009 Social Sciences and Humanities Research Council Standard Research Grant for “The Influence of Analogies on Consumer Learning from Direct to Consumer Drug Advertising,” Principal Investigator, 2009 – 2013 (\$56,570)
- 2007 University of Saskatchewan Vice Provost Start-up Research Funds, 2007 – 2010 (\$8,000)
- 2007 Edwards School of Business Start-up Research Funds, 2007 – 2010 (\$5,000)
- 2003 University of Manitoba Faculty of Management Research Grant for “Learning and Knowledge Transfer in Consumers of Health Care Services” (\$975)

## **TEACHING EXPERIENCE**

2007 – present Associate Professor, University of Saskatchewan  
Courses: Consumer Behaviour, Services Marketing

2004 – 2007 *Lecturer*, University of Manitoba  
Course: Fundamentals of Marketing

## **PROFESSIONAL EXPERIENCE**

**1999 – 2001 Agilent Technologies (Hewlett-Packard) Böblingen, Germany**  
*Marketing Communications Program Manager*  
*Marketing Consultant*

Managed worldwide marketing communications for multiple healthcare patient monitoring products. Total program management beginning with strategic planning of communication objectives based on overall marketing and business objectives; message development; planning tactical collateral including timelines and production schedules; budget allocation and management for all activities; development of collateral with creative agencies. Marcom representative on cross-functional product teams involving members from R&D, quality assurance, product marketing, technical marketing and finance.

**1997 – 1998 Hewlett-Packard, Böblingen, Germany**  
*Marketing Intern*

Defined and developed marketing communication strategies and sales tools for a network and system event correlation product; analyzed sales data and developed forecasts. Played an integral role in the development and deployment of a global marketing program for a network and system management software product.

**1995 – 1997 Bulman Communications Group, Winnipeg, Canada**  
*Assistant Account Executive*

Worked directly with clients to define marketing communication strategies; managed advertising projects from initial concept design through to completion.

## **PROFESSIONAL AFFILIATIONS**

American Academy of Advertising  
Association for Consumer Research  
Society for Consumer Psychology

## **SERVICE**

2002 – present Reviewer, Association for Consumer Research Conference  
2008 – present Reviewer, Society for Consumer Psychology Conference  
2003 – present Ad hoc reviewer, Journal of Nonprofit and Public Sector Marketing  
2002 – present Reviewer, Administrative Sciences Association of Canada  
2001 – 2003 Executive Committee, Professional Marketing Research Society Manitoba

## **LANGUAGES**

German:      Zertifikat Deutsch als Fremdsprache, 1998  
                  Certificate of German as a Foreign Language, Goethe Institut, Germany

French:       Very good knowledge