

## MAUREEN A. BOURASSA

Assistant Professor of Marketing  
Edwards School of Business - University of Saskatchewan  
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### EDUCATION

Queen's School of Business, PhD Candidate in Management (Marketing), 2004-2009

Queen's School of Business, Master of Science in Management (Marketing), 2002-03

University of Saskatchewan, Bachelor of Commerce (Marketing and Human Resources Management), 1996-2000

### HONOURS AND AWARDS

First place winner, 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

Consortium Fellow, 41<sup>st</sup> Annual AMA Sheth Foundation Doctoral Consortium, July 12-16 2006, University of Maryland

Canada Graduate Scholarship, Social Sciences and Humanities Research Council (SSHRC), 2004-07

Molson Canadian Science of Marketing Award, Queen's School of Business, 2003

### RESEARCH STREAMS

Respect in Marketing Relationships  
Corporate Social Responsibility  
Stakeholder Engagement  
Nonprofit and Performing Arts Marketing  
Branding and Brand Personality  
Cause Related Marketing

### PUBLICATIONS - ARTICLES IN REFEREED JOURNALS

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).

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).

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).

#### **PUBLICATIONS – BOOK CHAPTERES**

Bourassa, Maureen A. and Peggy H. Cunningham (forthcoming 2011), "Engaging with the Enemy: Understanding Adversarial Stakeholder Engagements," in *A Stakeholder Approach to Corporate Social Responsibility*, Editors: Adam Lindgreen and Philip Kotler, Emerald Publishing.

#### **PUBLICATIONS - BOOK REVIEWS IN REFEREED JOURNALS**

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.

#### **RESEARCH IN PROGRESS**

Respect in Business-to-Business Relationships

Understanding Successful Stakeholder Engagement (with Peggy Cunningham)

Social Responsibility Research Laboratory (with Loleen Berdahl and Joe Garcea)

The History of Corporate Social Responsibility (with Peggy Cunningham and Jay Handelman)

Respect in the Marketplace using Memory Work Methodology (with research teams from Queen's School of Business and Waikato Management School)

#### **REFEREED CONFERENCE PAPERS IN PROCEEDINGS**

Bourassa, Maureen A. and Peggy H. Cunningham (2010), "Engaging with the Enemy: Understanding Adversarial Stakeholder Processes and Outcomes," in *Proceedings of the Academy of Marketing Science Conference*, Portland, Oregon.

Bourassa, Maureen A. and Peggy H. Cunningham (2008), "Respect in Business-to-Business Marketing Relationships," in *Proceedings of the 2008 American Marketing Association Summer Educators' Conference*, Eds. James R. Brown and Rajiv P. Dant, Vol. 19, pp. 86-87.

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

Bourassa, Maureen A., Peggy H. Cunningham, and Jay M. Handelman (2007), "Entangled in the Social Labyrinth: Marketers' Management of Paradox and Authentic Norms," in *Proceedings of the 13<sup>th</sup> Biennial Conference on Historical Analysis and Research in Marketing (CHARM)*, Ed. Blaine J. Branchik, 24-35. **Nominated for Stanley C. Hollander Best Paper Award.**

Bourassa, Maureen (2006), "Alternative Perspectives on Brand Personality: The Case of the Nonprofit Brand," in *Proceedings of the Annual Conference of the Academy of Marketing Science*, Ed. Harlan E. Spotts, 214.

Bourassa, Maureen and Peggy Cunningham (2006), "Rhythms of the Branding Beat: Experiences of Classical Music Performing Artists," in *Proceedings of the 2006 AMA Winter Educators' Conference*, Eds. Jean L. Johnson and John Hullah, 17, 184-185.

Bourassa, Maureen and Peggy Cunningham (2005), "Behind the Veil: Insights and Influences on Kotler's Contribution to Marketing Thought," in *Proceedings of the 12<sup>th</sup> Conference on Historical Analysis and Research in Marketing (CHARM)*, Ed. Leighann C. Neilson, 16-24. **Nominated for Stanley C. Hollander Best Paper Award.**

## CONFERENCE PRESENTATIONS

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, 2008.

## RESEARCH GRANTS

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

Maureen Bourassa (Co-Investigator) and Peggy Cunningham (Principal Applicant), SSHRC Standard Research Grant (\$53,370) for "An Open Network Approach to Stakeholder Engagement: The Impact of Power, Respect, and Emotion", 2009-2013.

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.

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.

## TEACHING

University of Saskatchewan Edwards School of Business, Assistant Professor of Marketing, Comm 204 "Introduction to Marketing", 2009

Queen's School of Business, Teaching Assistant for (1) Undergraduate Marketing Ethics Course taught by Peggy Cunningham and Jay Handelman, 2003, 2004, 2005, and 2006;

(2) Undergraduate Introduction to Marketing course taught by Peggy Cunningham, 2002; and (3) Accelerated MBA Branding Course taught by Peggy Cunningham and Jay Handelman, 2006 and 2007

University of Saskatchewan College of Commerce, Sessional Lecturer, Comm 204 "Introduction to Marketing", 2003-2004

#### **UNIVERSITY SERVICE**

Edwards School of Business Recruitment (Marketing & Management) Committee, 2009

Edwards School of Business "Marketing the Marketing Major" Committee, 2009

Edwards School of Business Research Committee, 2008-2009

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

#### **PROFESSIONAL SERVICE**

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

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

Conference session chair:

- "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
- 12<sup>th</sup> Annual Conference on Historical Analysis and Research in Marketing, 2005

Reviewer:

- Journal of Historical Research in Marketing, 2010
- International Journal of Arts Marketing, 2008
- American Marketing Association Winter Educators' Conference, 2008
- Annual Conference of the Academy of Marketing Science, Marketing & Society Track, 2008
- Reviewer in Training, Journal of Consumer Research, 2006
- ASAC Conference, Business History Division, 2006
- 12<sup>th</sup> Annual Conference on Historical Analysis and Marketing, 2005

## **PROFESSIONAL ASSOCIATIONS**

Academy of Marketing Science, Member

American Marketing Association (and Relationship Marketing Special Interest Group),  
Member

Network for Business Sustainability, Member

*Last updated: December 2010*