

Debra Zabreznik Basil, Ph.D.
University of Lethbridge
4401 University Drive West
Lethbridge, Alberta T1K 3M4 Canada
E-mail: debra.basil@uleth.ca
403-329-2164

EDUCATION

Ph.D. (Marketing), University of Colorado (2002), Boulder, Colorado

B.A. (Business Administration/Marketing), University of Washington (1988), Seattle,
Washington

PROFESSIONAL EXPERIENCE

Associate Professor in Marketing, University of Lethbridge
July 1, 2006 to present

Assistant Professor in Marketing, University of Lethbridge
July 1, 2000 to June 30, 2006

Research Intern, Porter Novelli Advertising Agency and Centers for Disease Control and
Prevention (Joint Appointment)
July 1996 to August 1996, Washington, D.C.
Performed data analysis for the Centers for Disease Control based upon Porter
Novelli's Lifestyles and HealthStyles survey data.

Account/Sales Representative, Deluxe Corporation (Fortune 500 company)
August 1994 to July 1995, Littleton, Colorado
Managed sales territory in greater East Denver area.
April 1991 to August 1994, Honolulu, Hawaii
Managed accounts for Hawaii's seven largest financial institutions.
July 1988 to March 1991, Seattle, Washington
Managed over 50 accounts, prepared and conducted sales presentations and
training programs.

RESEARCH

Dissertation

Basil, D. Z. (2002). *Cause-related marketing and consumer attitudes*. (Doctoral
dissertation, University of Colorado, 2002).

Debra Z. Basil

Journal Publications (Peer Reviewed)

22. Chen, S., Deshpande, S., & Basil, D. Z. (2011). Influence of Fit on CRM: Moderating Effects of Collectivism and Awareness. *Asia-Pacific Advances in Consumer Research*, 9, 281-288.
21. Mazaheri, E., Basil, D. Z., Yanamandram, V., & Daroczi, Z. (in press). The impact of pre-existing attitude, conflict management style, and service outcome on customer satisfaction: An Empirical Investigation. *Journal of Retailing and Consumer Services*.
20. Runté, M., & Basil, D. Z. (2011). Personal and corporate volunteerism: Employee motivations. *International Journal of Business Environment*.
19. Runté, M., Basil, D. Z., & Runte, R. (2010). Corporate support for employee volunteerism within Canada: A cross cultural perspective. *Journal of Nonprofit and Public Sector Marketing*, 22(4), 247-263.
18. Basil, D. Z., Runté, M., Basil, M. D., & Usher, J. (2011). Company support for employee volunteering: Does size matter? *The Journal of Business Research*, 64(10), 61-66.
17. Shang, J., Basil, D. Z., & Wymer, W. (2010). Using social marketing to enhance hotel reuse programs. *The Journal of Business Research*, 63(2), 166-172.
16. Runté, M., Basil, D. Z., & Deshpande, S. (2009). Cause-related marketing from the nonprofit's perspective: Classifying goals and experienced outcomes. *Journal of Nonprofit and Public Sector Marketing*, 21(3), 255-270. (top 5 most-cited JNPSM articles for 2009)
15. Basil, M. D., Basil, D. Z., & Deshpande, S. (2009). A comparison of consumers and dieticians: Nutrition focus, food choice, and mental accounting. *Journal of Nonprofit and Public Sector Marketing*, 21(3), 283-297.
14. Zhu, Y., Basil, D. Z., & Hunter, M. G. (2009). A study of Canadian winery websites: Identification of a market integration stage. *Canadian Journal of Administrative Sciences*, 26(4), 286-300.
13. Deshpande, S., Basil, M. D., & Basil, D. Z. (2009). Factors influencing healthy eating habits among college students: An application of the health belief model. *Health Marketing Quarterly*, 26(2), 145-164.
12. Basil, D. Z., Runté, M., Easwaramoorthy, M., & Barr, C. (2009). Company support for employee volunteering: A national survey of companies in Canada. *Journal of Business Ethics*, 85(2), 387-398.

Debra Z. Basil

11. Basil, M. D., & Basil, D. Z. (2008). Marketing marketing: Comparing hiring institutions and job candidates' views. *Journal of Marketing Education*, 59(4), 516-523.
10. Basil, D. Z., & Erlandson, J. (2008). Corporate social responsibility website representations: A longitudinal study of internal and external self-presentations. *Journal of Marketing Communications*, 14(2), 125-137.
9. Basil, D. Z., Ridgway, N. M., & Basil, M. D. (2008). Guilt and giving: A process model. *Psychology & Marketing*, 25(1), 1-23.
8. Lavack, A., Magnuson, S., Deshpande, S., Basil, D., Basil, M., & Mintz, J. (2008). Enhancing occupational health and safety in young workers: The role of social marketing. *The International Journal of Nonprofit and Voluntary Sector Marketing*, 13(3), 193-204.
7. Basil, D. Z. (2007). Charitable donations as a reflection of national values: A comparison of Canada and the United States. *Journal of Nonprofit and Public Sector Marketing*, 18(1), 1-19.
6. Basil, D. Z., Ridgway, N. M., & Basil, M. D. (2006). Guilt appeals: The mediating effect of responsibility. *Psychology & Marketing*, 23(12), 1035-1054.
5. Basil, D. Z., & Herr, P. M. (2006). Attitudinal balance and cause-related marketing: An empirical application of balance theory. *Journal of Consumer Psychology*, 16(4), 391-403.
4. Basil, M. D., & Basil, D. Z. (2006). The marketing market: a study of PhD supply, jobs, hiring institutions, and job candidates. *Journal of Business Research*, 59, 516-523.
3. Basil, D. Z., & Weber, D. (2006). Values motivation and concern for appearances: The effect of personality traits on responses to corporate social responsibility. *International Journal of Nonprofit and Voluntary Sector Marketing*, 11, 1-11.
2. Basil, D. Z., & Herr, P. M. (2003). Dangerous donations? The effects of cause-related marketing on charity attitude. *Journal of Nonprofit and Public Sector Marketing*, 11(1), 59-76.
1. Basil, M. D., Basil, D. Z., & Schooler, C. (2000). Cigarette advertising to counter New Year's resolutions. *Journal of Health Communications*, 5, 161-174.

Books, Book Chapters, and Other Academic Publications

5. Noble, G., & Basil, D. Z. (in press). Competitive analysis and the concept of positioning in the context of social marketing. In G. Hastings (Ed.), *The handbook of social marketing*. London: Sage.

Debra Z. Basil

4. Basil, M. D., & Basil, D. Z. (2009). Reflections on ultra-fine dining. In A. Lindgreen, J. Vanhamme, & M. Beverland (Eds.), *Memorable customer experiences* (pp. 347-357). Aldershot, UK: Gower.
3. Basil, D. Z., & Wymer, W. (Eds.) (2007). *Social marketing advances in research and theory*. Binghampton, NY: Haworth Press.
2. Easwaramoorthy, M., Barr, C., Runté, M., & Basil, D. Z. (2006). *Business support for employee volunteers in Canada: Results of a national survey*. Published by Imagine Canada in conjunction with the Knowledge Development Centre, Canada.
1. Basil, M. D., Deshpande, S., Usher, J., & Basil, D. Z. (2005). Fast food business strategies: Responding to nutritional concerns and competition. *ICFAI Journal of Business Strategy*, 2(4), 24-31.

Invited Essays

2. Basil, D. Z. (2009). Spotlight on my current research, to be included in the fifth Canadian Edition of *Consumer Behaviour: Buying Having, and Being* by Solomon, Zaichkowsky and Polegato.
1. Basil, D. Z. (2007). Foreword. *Journal of Nonprofit and Public Sector Marketing*. Opening essay in the Social Marketing Advances in Research and Theory special issue.

Research Grants - External

5. Algie, J. & Basil, D. Z. (2010). Using on-line resesarch methods to assess the impact of guilt and shame on consumer sustainability decisions. Funded by the University of Wollongong Faculty of Commerce for \$4,400. Role : Research Mentor and Co-Investigator. Duration : One year.
4. Basil, D. Z., Deshpande, S. & Runté, M. (2008). Cause-related marketing: Assessing motivations, experiences and impact for nonprofit organizations. Funded by SSHRC for \$75,880. Role: Primary Investigator. Duration: Three years.
3. Basil, M. D., & Basil, D. Z. (2008). Workplace safety appeals: A cross-cultural analysis. Funded by SSHRC for \$36,000. Role: Co-Investigator. Duration: One year.
2. Lavack, A., Deshpande, S., Basil, M. D., Basil, D. Z., & Mintz, J. (2005). Using social marketing to increase occupational health and safety. Funded by WorkSafe BC for \$98,750. Role: Co-investigator. Duration: Two years.
1. Basil, D. Z., & Runté, M. (2005). Corporate volunteerism programs: An impact assessment. Funded by Imagine Canada through the Knowledge Development Centre

Debra Z. Basil

Canada Volunteerism Initiative for \$50,000. Role: Primary Investigator. Duration: One year.

Research Grants - Internal

5. Basil, D. Z. (2011). Creating a multi-dimensional interdisciplinary efficacy scale. Awarded the University Scholars Research Chair in Management. Funded by the University of Lethbridge Office of the Vice President of Research for \$5,000 and two course releases. Duration: Two years.
4. Basil, M. D., Deshpande, S., & Basil, D. Z. (2007, Spring). Nutrition labels. Funded by the University of Lethbridge Research Fund for \$6,500. Role: Co-investigator. Duration: Two years.
3. Basil, D. Z. (2003, Spring). Guilt advertisements: A model of consumer response to charitable guilt appeals. Funded by the University of Lethbridge Research Fund for \$4,300. Role: Primary Investigator. Duration: One year.
2. Basil, D. Z. (2002, Fall). Toward an understanding of fit: Effects of association and complementarity in cause-related marketing alliances. Funded by the University of Lethbridge Research Enhancement Award for one course release. Role: Primary Investigator. Duration: One semester.
1. Basil, D. Z., & Ridgway, N. M. (1997). Charitable donations: The role of guilt, empathy, ad match, and cognitions. Funded by the University of Colorado Small Grants Fund for \$500. Role: Primary Investigator. Duration: One year.

Conference Presentations and Publications in Conference Proceedings (Peer Reviewed)

47. Basil, D. Z., & Noble, G. (2010, April). *Plastic vs. multi-use bags: An experimental assessment*. Paper presented at the 2nd World Nonprofit and Social Marketing Conference, Dublin, Ireland.
46. Basil, D. Z., & Algie, J. *The relationship between prosocial behaviour and public and private self consciousness: Examining the intervening roles of guilt and shame*. Paper accepted for presentation to the American Marketing Association Winter Educators' Conference 2011.
45. Basil, D. Z., & Noble, G. (2010, July). *An international examination of green bag usage*. Paper presented at the 8th Annual International Conference of the Athens Institute for Education and Research (ATINER), Athens, Greece.
44. Basil, D. Z., Noble, G. & Mohan, A. (2009, December). *Going green: It's in the bag*. Paper presented at the Cross Cultural Conference 2009, Puerto Villarta, Mexico.

Debra Z. Basil

43. McKenzie, G., Runté, M., Deshpande, S., Basil, D. Z., & Usher, J. (2009, June). *Neoconservatism: Changing the way nonprofit organizations do business*. Paper presented at the Administrative Sciences Association of Canada annual conference, Niagara Falls, Ontario, Canada.
42. Basil, D. Z., Runté, M., & Deshpande, S. (2008, November). *Why nonprofits don't collaborate with business*. Paper presented at the Australia and New Zealand Third Sector Research Conference (ANZTSR), Auckland, New Zealand.
41. Runté, M., & Basil, D. Z. (2008, November). *The employee as volunteer: Making sense of corporate volunteer programs*. Paper presented at the Australia & New Zealand Marketing Academy Conference (ANZMAC), Sydney, Australia.
40. Shang, J., Basil, D. Z., & Wymer, W. (2008, September). *Using social marketing to maximize the impact of hotel reuse programs*. Paper presented at the World Social Marketing Conference, Brighton, United Kingdom.
39. Basil, D. Z., Deshpande, S., & Runté, M. (2008, July). *The impact of cause-related marketing on nonprofit organizations*. Paper presented at the International Nonprofit and Social Marketing Conference, Wollongong, Australia.
38. Basil, M. D., Basil, D. Z., & Deshpande, S. (2008, July). *A comparison of dieticians and the public: Nutrition focus, food choice, and mental accounting*. Paper presented at the International Nonprofit and Social Marketing Conference, Wollongong, Australia.
37. Runté, M., & Basil, D. Z. (2008, May). *Employee motivations for volunteering: The impact of self vs. company initiation*. Paper presented at the ANSER Conference, Vancouver, British Columbia, Canada.
36. Mu, M., Drollinger, T., & Basil, D. Z. (2007, December). *Price quality schema orientations and market efficiency perceptions: A cross-cultural and intercultural study of Canadians and Chinese*. Paper presented at the ACR/APA Cross Cultural Conference, Honolulu, Hawaii.
35. Runté, M., Basil, D. Z., & Runté, R. (2007, December). *Corporate support for employee volunteerism within Canada: A cross cultural perspective*. Paper presented at the ACR/APA Cross Cultural Conference, Honolulu, Hawaii.
34. Basil, D. Z., Basil, M. D., Deshpande, S., Lavack, A., Mintz, J., & Magnuson, S. (2007, September). *Using the parallel process model to assess social marketing communications to young male workers*. Paper presented at the National Social Marketing Conference, London, England.
33. Basil, D. Z., & Runté, M. (2007, July). *How individuals mentally account for work-time volunteerism: Putting the work into volunteer work*. Paper presented at the European

Debra Z. Basil

Association for Consumer Research Summer Conference. Milan, Italy. Extended abstract published in the *European Advances in Consumer Research*, 8, 314-315.

32. Basil, D. Z., & Runté, M. (2007, June). *Company support for employee volunteerism: Does size matter?* Paper presented at the Administrative Sciences Association of Canada (ASAC) Conference, Ottawa, Ontario, Canada.
31. Basil, M. D., & Basil, D. Z. (2007, April). *Marketing marketing: Comparing hiring institutions and job candidates' views.* Paper presented at the Marketing Educators' Association Conference, San Antonio, Texas.
30. Deshpande, S., Basil, M., & Basil, D.Z. (2007, February). *Factors influencing healthy eating habits among college students: Application of health belief model.* Paper presented at the Society for Consumer Psychology Winter Conference, Las Vegas, Nevada.
29. Basil, D. Z., & Erlandson, J. (2007, February). *Corporate social responsibility efforts in Canada: A study of corporate web sites.* Paper presented at the American Marketing Association Winter Educators' Conference, San Diego, California.
28. Mazaheri, E., & Basil, D. Z. (2006, June). *The impact of pre-existing attitude, conflict management style and service outcome on customer satisfaction: An empirical investigation.* Paper presented at the Administrative Sciences Association of Canada (ASAC) Conference, Banff, Alberta, Canada.
27. Zhu, Y., Basil, D. Z., & Hunter, M. G. (2006, June). *A study of Canadian winery websites: Identification of a market integration stage.* Paper presented at the Administrative Sciences Association of Canada (ASAC) Conference, Banff, Alberta, Canada.
26. Runté, M., & Basil, D. Z. (2006, June). *Corporate volunteerism programs: A qualitative analysis.* Paper presented at the Administrative Sciences Association of Canada (ASAC) Conference, Banff, Alberta, Canada.
25. Basil, D. Z., Ridgway, N. M., & Basil, M. D. (2006, February). *Guilt and giving: A process model.* Paper presented at the American Marketing Association Annual Educators Conference, St. Petersburg, Florida.
24. Basil, M. D., Basil, D. Z., & Deshpande, S. (2006, February). *Nutrition labels: The effect of specific health concerns on decision quality and search time, study three.* Paper presented at the American Marketing Association Annual Educators Conference, St. Petersburg, Florida.
23. Basil, D. Z., Basil, M. D., & Deshpande, S. (2005, May). *Nutrition labels: The effect of specific health concerns on decision quality and search time, study two.* Paper presented to the Marketing and Public Policy Annual Conference, Washington, D.C.

Debra Z. Basil

22. Mazaheri, E., Daroczi, Z., & Basil, D. Z. (2005, March). *Conflict management approaches, customer expectation evaluation, and customer satisfaction: An empirical investigation*. Paper presented at the Western Decision Sciences Institute Annual Conference, Vancouver, British Columbia, Canada.
21. Basil, M. D., & Basil, D. Z. (2005, January). *New insights into cancer risk estimates from the 2003 HINTS survey*. Poster presented at the HINTS Data Users Conference, St. Petersburg, Florida.
20. Basil, M. D., Weber, D., & Basil, D. Z. (2005, January). *Comparing the 2003 HINTS and 1995-2002 HealthStyles surveys*. Poster presented at the HINTS Data Users Conference, St. Petersburg, Florida.
19. Gregory, K., Basil, D. Z., & Runté, M. (2004, June). *The role of male peer groups on perceptions of female attractiveness*. Paper presented at the Administrative Sciences Association of Canada Annual Conference (ASAC), Sainte-Foy, Quebec, Canada.
18. Basil, D. Z., Deshpande, S., & Basil, M. D. (2004, May). Nutrition labels: *The effect of label length and health concerns on decision quality and search time, study one*. Paper presented at the Marketing and Public Policy Conference, Salt Lake City, Utah. Extended abstract printed in: *Marketing and Public Policy: Research Reaching New Heights Proceedings*, 80-82.
17. Basil, D. Z., Basil, M. D., & Weber, D. (2004, February). *Nurturance, religiosity, and appearances: The effect of personality traits on responses to corporate philanthropy*. Paper presented at the Society for Consumer Psychology Conference, San Francisco, California. Abstract published in: *Proceedings of the Society for Consumer Psychology 2004 Winter Conference*, 155-156.
16. Basil, M. D., Basil, D. Z., & Mardian, N. (2004, February). *A test of the robustness of cause-related marketing*. Paper presented at the Society for Consumer Psychology Conference, San Francisco, California.
15. Erlandson, J., & Basil, D. Z. (2003, October). *Corporate social responsibility efforts in Canada: A descriptive study of corporate web pages*. Paper presented at the Association for Consumer Research Conference, Toronto, Ontario, Canada.
14. Basil, D. Z., & Basil, M. D. (2003, June). *Toward an understanding of fit: Effects of association and complementarity in cause-related marketing alliances*. Paper presented at the La Londe Seminar: 30th International Research Seminar in Marketing, La Londe, France. Paper published in: *Marketing Communication and Consumer Behavior 2003 Proceedings (La Londe Seminar)*, 161-174.

Debra Z. Basil

13. Basil, D. Z., & Ridgway, N. M. (2002, February). *Efficacy and guilt motivation: A model for guilt appeals*. Paper presented at the Society for Consumer Psychology Winter Conference, Austin, Texas.
12. Basil, M. D., Basil, D. Z., & Osborn, A. G. (2002, February). *Marketing marketing: A study of job ads, hiring institutions, and job candidates*. Special session proposal presented at the American Marketing Association's Winter Educator's Conference, Austin, Texas. Abstract published in: *2002 AMA Winter Marketing Educators' Conference Proceedings*, 13, 531-532.
11. Basil, D. Z. (2001, December). *Charitable donations as a reflection of national values: A comparison of Canada and the United States*. Paper presented at the 8th Annual Cross-Cultural Research Conference, sponsored by the Association for Consumer Research, the American Psychological Association (Section 23), Oahu, Hawaii.
10. Basil, D. Z., Malina, M., & Stone, M. (2001, February). *Cause-related marketing: Consumer perceptions of company motivations*. Presented at the Society for Consumer Psychology Winter Conference, Scottsdale, Arizona. Paper published in: *Proceedings of the Society for Consumer Psychology Winter Conference February 2001*, 101-105.
9. Basil, M. D., & Basil, D. Z. with student colleagues. (2001, February). *Celebrity publicity effects: Attitudinal versus behavioral outcomes*. Paper presented at the Society for Consumer Psychology Winter Conference, Scottsdale, Arizona. Paper published in the *Society for Consumer Psychology Winter Conference Proceedings*, 154-158.
8. Basil, D. Z., Ridgway, N. M., & Basil, M. D. (2000, October). *Guilt appeals: The effects of responsibility and charitable norms*. Paper presented at the annual conference for the Association for Consumer Research, Salt Lake City, Utah. Abstract published in: *Advances in Consumer Research*, 28, 216.
7. Basil, D. Z., & Herr, P. M. (2000, February). *Cause-related marketing attitude formation processes*. Paper presented at the annual conference for the Society for Consumer Psychology Conference, San Antonio, Texas.
6. Basil, D. Z., & Herr, P. M. (1999, October). *Subtractive vs. additive brand extensions: Using counterfactual reasoning to explain extension preference*. Poster presented at the 1999 Association for Consumer Research Conference, Columbus, Ohio.
5. Basil, M. D., Maibach, E. W., & Basil, D. Z. (1999, October). *People's compensatory behaviors: Low-fat eating, dieting, and exercise*. Poster presented at the 1999 Association for Consumer Research Conference, Columbus, Ohio.
4. Basil, D. Z., Ridgway, N., Nakamoto, K. & Basil, M. D. (1998, February). *Charitable donations: The role of guilt, empathy, ad match, and cognitions*. Paper presented at the Society for Consumer Psychology Conference, Austin, Texas. Abstract published in: M.

Debra Z. Basil

C. Campbell and K. A. Machleit (Eds.), 1998 *Winter Conference Proceedings of the Society for Consumer Psychology*, 88.

3. Basil, D. Z. (1997, October). *Three faces of charity*. Poster presented at the Association for Consumer Research Conference, Denver, Colorado.
2. Basil, M. D., Basil, D. Z., Maibach, E. W. & Slater, M. D. (1997, May). *Diet, low fat eating, and exercise: A cluster analysis*. Poster presented at the Innovations in Social Marketing Conference, Boston, Mass. Paper published in: *1997 Innovations in Social Marketing Proceedings*, 71-75.
1. Basil, D. Z. (1996, August). *Guilt as a motivator for charitable donations*. Paper presented at the American Marketing Association Summer Educators' Conference, San Diego, California. Paper published in: *1996 AMA Educators' Conference Proceedings: Enhancing Knowledge Development in Marketing*, 7, 535-540.

Invited Colloquia

9. Basil, D. Z. (2010). *Are consumers seeing red over green claims?* Presented to the 52nd Annual Horticulture Growers' Short Course, Abbotsford, BC, Canada (2010, January). In C. Kempler, T. Kabaluk, & L. Frey (Eds.) *2010 Growers Short Cours Proceedings*, (pp. 64-67).
8. Basil, M. D., Basil, D. Z., Deshpande, S., Lavack, A., Mintz, J., & Magnuson, S. (2009, June). *Testing the extended parallel process model with workplace safety messages*.
*Presented to faculty and students of Edith Cowan University, Perth, Australia (2009, June).
*Presented to faculty and students of University of Wollongong, Wollongong Australia (2008, October).
7. Basil, D. Z., Deshpande, S., & Runté, M. (2008, November). *Why nonprofits don't partner with businesses*. Presented to faculty and students of the University of Wollongong, Wollongong, Australia.
6. Basil, D.Z., & Erlandson, J. (2009, April). *Corporate social responsibility website representations: A longitudinal study of internal and external self-presentations*. Presented to Public Relations (Master's course), University of Wollongong, Australia.
5. Basil, D. Z., Ridgway, N. & Basil, M. D. (2007, November). *Guilt and giving: A process model*. Invited speaker for University of Lethbridge Interdepartmental Students Organization.
4. Basil, D. Z., & Deshpande, S. (2006, May). *Corporate social responsibility in Canada*. Invited speaker, Annual Cause-related Marketing Congress, Universidad Bonaterra, Mexico, via videoconference.

Debra Z. Basil

3. Basil, D. Z., & Deshpande, S. (2005, May). *Cause-related marketing and consumer attitudes*. Invited speaker, Annual Cause-related Marketing Congress, Universidad Bonaterra, Mexico, via videoconference.
2. Basil, D. Z. (2005, February). *Social marketing basics*. Invited speaker, national teleconference for Alberta Centre for Injury Control & Research.
1. Basil, D. Z. (2003, November). *Marketing for good: the effects of company/charity alliances*. Presentation to the University of Lethbridge Women Scholars Group.

Submitted for Review

2. Basil, D. Z. & Noble, G. Plastic vs. multi-use bags: An experimental assessment. Submitted to the World Social Marketing Conference 2011.
1. Chen, S., Deshpande, S., & Basil, D. Z. The moderating role of culture on CRM. Submitted to the Association of Consumer Research Asia Conference, 2011.

Manuscripts In Process

3. Basil, M. D., Basil, D. Z. & Deshpande, S. *Nutrition labels: The effect of health concerns on their use and effectiveness*. Currently in the final stages of writing.
2. Basil, D. Z., Runté, M., & Deshpande, S. *Why not? An examination of nonprofits' reasons for not partnering with companies*. Currently in the final stages of writing.
1. Basil, D. Z., Basil, M. D., & Deshpande, S. *The extended parallel process model magic cell: Implications for appeal effectiveness*. Final stages of data collection.

TEACHING

Courses Taught

Consumer Behaviour: Fall 2000 (2 sessions), Spring 2001, Fall 2001 (2 sessions), Spring 2002 (2 sessions), Fall 2002 (2 sessions); Spring 2006; Fall 2006 (2 sessions); Spring 2007 (2 sessions); Fall 2007 (2 sessions); Spring 2008; Spring 2009 (in Australia); Spring 2010; Spring 2011 (2 sessions)

Marketing & Society: Spring 2010

Marketing Seminar (Marketing Master's Students): fall 2009, Fall 2010

Master's Level Marketing Overview Course: Fall 2004, Fall 2007.

Master's Level Research Methods: Fall 2004.

Marketing Research: Fall 2003, Spring 2004, Fall 2004.

Introduction to Marketing/ Principles of Marketing: Summer 1996, Spring 2001, Fall 2001

Advertising & Promotions Management/Principles of Advertising: Spring 1997, Spring 1998, Spring 1999, Fall 1999

Master's of Science (Management) Student Research Project Supervision

Supervisor for MSc student Chrysantus Awagu, 2010-2011 academic year. Project: Fear Appeals to Combat HIV/AIDS in Africa.

Supervisor for MSc student Vanessa Hanel, 2009-2010 academic year. Project: The Impact of Ethical Self-image on Consumers' Mental Accounting of Socially Responsible Behaviours.

Supervisor for MSc student Joyce Shang, 2006-2007 academic year. Project: Consumer perceptions of company environmental requests.

Reader for MSc student Mu Mu, 2005-2006 academic year. Project: Market efficiency, price-quality schema, and acculturation: A study of China and Canada.

Supervisor for MSc student Ying Zhu, 2004-2005 academic year. Project: A Revised Website Stage Model.

Reader for MSc student Sheena Chen 2004-2005 academic year. Project: The Moderating Roles of Cultural Traits on Cause-related Marketing Campaigns: The Case in the People's Republic of China.

Reader for MSc student Ebrahim Mazaheri Khorzani 2003-2004 academic year. Project: Conflict Management Approaches, Customer Satisfaction, and Consumer Behaviour: An Empirical Investigation.

Reader for MSc student Marianne Wright 2002-2003 academic year. Project: Personality and Performance: What is the role of negative affectivity?

Reader for MSc student Neil Mardian 2001-2002 academic year. Project: Cause-related Marketing as a Peripheral Cue?

Workshops

Debra Z. Basil

Cross-sectional Research Panel Data: The Good, the Bad, and the Ugly (2009, November 6).
Presentation for the Faculty of Management Inside Track research series.

Making the Supervisory Experience Successful (2009, October 15). Panel discussion
member for the University of Lethbridge CAETL speaker series.

Writing Workshop for Master's Students: The Nuts and Bolts of Writing your Project, co-
presented with Mary Runté, 2006, 2007, 2008.

Bachelor of Management Student Research Project Supervision

Tevi Craig (2006, Fall). A Marketing Plan for the City of Taber.

Krista Gregory (2003, Fall). Social Context and Perceptions of Ideal Beauty.

Dean Davis (2003, Summer). Chinook County Tourism Survey.

Jillian Erlandson (2002, Fall). Canadian Corporate Approaches to Socially Responsible
Marketing: A Web Page Analysis.

Melissa Graff (2002, Fall). Tactics for Low-Budget Promotions. For the Lethbridge Insider,
a community events web page.

Teaching Development

Teaching Workshops

Teaching Retreat, University of Lethbridge, August 2009.

Multiple Choice Exams, University of Wollongong, November 2008.

Ethics Symposium, University of Wollongong, August 2008.

Using the Local Media: Workshop. Lethbridge Centre for Board Development, April
2007.

Getting students involved in community and non-profit organizations, University of
Lethbridge, March 2007.

A Clash of Styles: Implications for Faculty Teaching, University of Lethbridge,
November 2006.

Writing Effective Final Exams, University of Lethbridge, March 2006.

Issues in Testing: An Informal Question and Answer Session, University of Lethbridge,
November 2004.

Teaching Retreat, University of Lethbridge, August 2004.

Getting the Most out of Course Outlines, University of Lethbridge, January 2004.

Teaching Retreat, University of Lethbridge, August 2002.

Teaching Retreat, University of Lethbridge, August 2000.

Professional Partnering Program, Faculty of Education

Formal semester-long program in which I was paired with a University of Lethbridge
Education student for the Spring 2004 semester in order to gain insights and
feedback on my teaching.

Debra Z. Basil

Teaching Development Grant

Enhancing Consumer Behaviour course with (Canadian) real-world examples. Awarded for Summer 2002.

Instructor Training (during doctoral program)

Graduate Student Teaching Certification Program. Thirty-two training hours completed. Certification earned in Fall 1999.

Seminar titles: Dealing with Problems in the Classroom I, Dealing with Problems in the Classroom II, Learning Styles Inventory, Teaching Personality, Teaching Panel Discussion, Effective Classroom Communication, Effective Lecturing, Using SMART Classrooms, Discussion in Class, Creativity and Balance, Motivation and Culturally Responsive Teaching, Procrastination Postponed, Gender Bias, Maximizing use of E-mail in Teaching, Teaching Portfolio Workshop, FTP Workshop, Building a Web Page, Teaching Cases, Practice Lecture with Critique from Group

International Teaching Experience

University of Wollongong, Australia (2008-2009). Exchange professor and visiting scholar. Taught Consumer Behaviour to class of 367 plus three satellite campuses.

Hokkai Gakuen University, Japan (Fall 2005). Exchange professor for Fall semester. Canadian Nature and Culture II.

Institut Universitaire de Technologie, Auxerre, France (May 2003). Two-week visiting professor. Taught module on personal selling and persuasion.

SERVICE

University of Lethbridge

Administration

Director for the Centre for Socially Responsible Marketing, Fall 2009 to present.
Marketing Area Chair, 2001-2003 AYs, 2007-2008 AY.

Director for the Centre for Socially Responsible Marketing, Spring 2003 to Spring 2005.

Co-founder, Centre for Socially Responsible Marketing, 2003.

Debra Z. Basil

Committee Membership

University of Lethbridge Centres of Excellence Review Committee 2010-2011 AY.
Honours Program Ad Hoc Committee 2010-2011 AY.
Research Participant Pool Ad Hoc Committee 2010-2011 AY.
Wollongong Faculty Exchange Ad Hoc Committee 2010-2011 AY.
National SSHRC Review Committee, 2010-2011 AY.
University of Lethbridge Nominating Committee, Fall 2009 to Fall 2010.
Faculty of Management Research Committee, Fall 2009 to present.
University of Lethbridge Research Committee, Fall 2009 to present.
Executive Committee Fall 2007 to Spring 2008.
Curriculum Committee Fall 2007 to Spring 2008.
Centre for Advancement of Excellence in Teaching and Learning Board Member, Summer 2006 to present.
Salary Equity Committee, Summer 2006 to present.
Hokkai Gakuen Exchange Committee, 2007.
Research Committee, Fall 2006 to Fall 2008.
Salary, Tenure and Promotion Committee, ad-hoc member Spring 2006, full member Spring 2007.
Mid-term review for Dr. Fitzpatrick, Vice-President Research, Summer 2006.
MSc Program Committee, Spring 2006 to Spring 2007.
Search Committee (special case), Spring 2006.
General Faculties Council, 2002 to 2004.
Search committee member, 2000, 2002, 2003.
Advancement, Awards, and Graduation committee member, 2001 to 2002.
Curriculum committee member, 2001 to 2003.
Social committee member, 2001 to 2002.

SSHRC Conference Grant

Aid to Small Conferences and Congresses grant. Social Marketing Advances in Research and Theory Conference, organized by D. Z. Basil and the Centre for Socially Responsible Marketing in conjunction with the Society for Consumer Psychology. Funded by SSHRC for \$10,000. Role: Primary Applicant.

Additional Service

Develop research participant pool for U of L, 2010
Conducted faculty-wide student survey regarding shadow majors, preferred electives, and general student perceptions, 2004.

Debra Z. Basil

Queen's School of Business Case competition co-coordinator for U of L, Fall 2000.

Academic Community

Editorial Board Member

Journal of Social Marketing, Spring 2010 to present.

Journal of Nonprofit and Public Sector Marketing, Fall 2002-2009.

International Review on Public and Nonprofit Marketing, Spring 2005 to present.

Guest Editor

Journal of Nonprofit and Public Sector Marketing, Special Issue on Social Marketing.

Journal Reviewing

Journal of Applied Communication Research, July 2011

European Journal of Marketing, April 2011

Nonprofit and Voluntary Sector Quarterly, March 2011

International Review on Public and Nonprofit Marketing, March 2011, April 2011

Journal of Social Marketing, June 2010

Journal of Business Research, February 2010, April 2010, May 2010 (two)

International Journal of Business Environment, September 2009

International Journal of Management Reviews, June 2009

Journal of Business Ethics, September 2008, March 2009, July 2009, September 2009, January 2010.

Supply Chain Management, September 2007, March 2008

Journal of Consumer Psychology, June 2006, December 2006, August 2011.

Journal of Nonprofit and Public Sector Marketing, September 2006, January 2007, September 2007, March 2008, June 2008, August 2008, February 2009, July 2009, September 2009.

Mass Communication and Society, July 2006.

Journal of Marketing, November 2005.

Journal of Advertising, October 2003, July 2005, July 2006, February 2007, March 2007, November 2007, February 2008, May 2009, September 2009.

Journal of Research for Consumers, 2006.

Journal of Applied Social Psychology, July 2005.

Social Marketing Advances in Research and Theory (SMART) Conference

Organizer

Academic/reviewing coordinator (2006). Managed manuscript review process for conference.

Conference chairperson (2004). Planned and executed an international conference, *Social Marketing Advances in Research and Theory*, Kananaskis, Alberta, Canada, September 16-18.

Debra Z. Basil

2nd World Non-Profit and Social Marketing Conference 2011

Co-coordinator, academic track

Conference and Other Reviewing

2011, June Dissertation reviews (3) for University of Lulea, Sweden
2010 Chapter review for “A Stakeholder Approach to Corporate Social Responsibility, Adam Lindgren, editor
2011 Academy of Marketing Science
2010 Administrative Sciences Association of Canada (ASAC)
2010 Academy of Marketing Science Conference (AMS)
2009 Australia & New Zealand Marketing Academy Conference (ANZMAC)
2009 Association for Consumer Research
2009 ASAC Social Responsibility track
2009 World Marketing Congress
2008 Australia & New Zealand Marketing Academy Conference (ANZMAC)
Track Chair, 2008 International Non Profit and Social Marketing Conference, Wollongong, Australia
2008 International Non Profit and Social Marketing Conference, Wollongong, Australia
Cross Cultural Research Conference, September 2007.
Administrative Sciences Association of Canada Annual Conference 2007
American Marketing Association Educators’ Summer Conference 2007
European Association for Consumer Research Annual Conference 2007
Administrative Sciences Association of Canada Annual Conference 2006
Administrative Sciences Association of Canada Annual Conference 2005
American Marketing Association Educators’ Summer Conference 2006
Social Marketing Advances in Research and Theory Conference, 2006
Association for Consumer Research, Annual Conference 2004.
Society for Consumer Psychology Annual Conference 2004.
Association for Consumer Research, Annual Conference 2003.
Association for Consumer Research, Annual Conference, Fall 2002.
Society for Consumer Psychology Winter Conference, Winter 2002.
8th Annual Cross Cultural Conference, Annual Conference, Winter 2001.
Association for Consumer Research, Annual Conference, Fall 2001.
Society for Consumer Psychology, Annual Conference, Winter 2001.
Atlantic Marketing Conference, Annual Conference, Winter 2000.
American Marketing Association, Summer Educators' Conference, DocSig Track, Summer 1997.

Grant Reviewing

HUBrussel Doctoral Fellow Application, January 2011.

Debra Z. Basil

SSHRC standard research grant review, February 2007, January 2008, January 2010.

Community Workshops

Are Consumers Seeing Red over Green Claims? January 2010

Presentation for the Horticulture Growers' Short Course, Abbotsford, British Columbia.

Introduction to Social Marketing Workshop, January 2008

Workshop for Alberta Employment, Immigration and Industry, Workplace Innovation and Continuous Improvement Branch.

Creating Connections: How to Create Company Collaborations May 2007.

Community workshop to help nonprofits collaborate with companies.

Company Support for Employee Volunteerism, November 2006

Community workshop to share findings from Imagine Canada grant research.

Taking Social Marketing to the Next Level, June 2005

Served as program chairperson during initial planning stages then during study leave became program committee member. Managed all initial activities including a formative survey of potential attendees, securing speakers, and selecting site location. Also served as a speaker during the event.

Introduction to Social Marketing Workshop, June 2004

Planned and executed an introductory social marketing workshop for Lethbridge community members.

Mass Media and Practitioner Press

Greenhouse Canada, February 2011: Seeing Red over Greenwashing, 30-32.

Sun Times article, March 5, 2008: Youth Spending.

National Post, January 10, 2007: Corporate Canada Gets Behind its Volunteers.

Telephone Interview: Arizona State University Marketing and Public Administration Course, September 28, 2006.

Telephone Interview: *Lethbridge Herald*, January 31, 2006.

Telephone Interview: *Alberta Venture Magazine*, August 4, 2004

CBC Calgary Radio Interview, November 2003: re BBB Charity Evaluation Report.

CBC Calgary Radio Interview, December 2002: Charitable Guilt Advertisements.

Global News Television Interview, November 2001: The effects of September 11 on consumer behaviour

Debra Z. Basil

References

Dr. Mary Runté
Associate Professor
University of Lethbridge
Faculty of Management
4401 University Drive West
Lethbridge, Alberta, Canada T1K 3M4
E-mail: mary.runte@uleth.ca; phone: 403-329-2367
Relationship: co-investigator on Knowledge Development Centre/Imagine Canada Grant,
co-investigator for SSHRC Cause-related Marketing grant.

Dr. Richard Perlow
Associate Professor and Associate Dean
University of Lethbridge
Faculty of Management
4401 University Drive West
Lethbridge, Alberta, Canada T1K 3M4
E-mail: richard.perlow@uleth.ca
Relationship: Associate Dean

Dr. Gary Noble
Associate Professor and Associate Dean
Faculty of Commerce
University of Wollongong
Wollongong, Australia
E-mail: gnoble@uow.edu.au
Relationship: co-author, Associate Dean while visiting UOW

Dr. John Usher
Professor
University of Lethbridge
Faculty of Management
4401 University Drive West
Lethbridge, Alberta, Canada T1K 3M4
E-mail: john.usher@uleth.ca
Relationship: former Dean, co-author