

CURRICULUM VITAE

M LOUISE RIPLEY, B.A., M.B.A., PH.D.

Updated: June 30, 2015

PERSONAL

Rank/Status/Contact

Professor, Tenured
 School of Administrative Studies and School of Gender, Sexuality, and Women's Studies
 135-10 Livonia Place, Toronto, Ontario M1E 4W6
 416-736-2100 x55210 (office) / 416-284-8823 (home) / email lrpley@yorku.ca

DEGREES

- Ph.D. Management Studies: Marketing/Finance University of Toronto (Canada) 1989
 Thesis: *Channels Strategy and the Use of Advertising Agencies: A Markets & Hierarchies Model*, Supervisor Professor George Day
- M.B.A. Finance, Loyola University of Chicago (Illinois, U.S.A.)
- B.A., Shimer College (Chicago, Illinois, U.S.A.)

EMPLOYMENT HISTORY

- 2012 - Present Professor, Tenured, York University, Toronto, Ontario
- Faculty of Liberal and Professional Studies
 - School of Administrative Studies, Marketing
 - School of Gender, Sexuality, and Women's Studies
- 2010 - 2012 Professor, Tenured, York University, Toronto, Ontario
- Faculty of Liberal and Professional Studies
 - School of Administrative Studies, Marketing
 - School of Women's Studies
 - Faculty of Environmental Studies
 - Faculty of Graduate Studies
- 1990- 2009 Associate Professor, York University, Toronto, Ontario
- Faculty of Liberal and Professional Studies
 - School of Administrative Studies, Marketing
 - School of Women's Studies
 - Faculty of Environmental Studies
 - Faculty of Graduate Studies

1982-1989 Assistant Professor, York University, Toronto, Ontario 1982-1998 Marketing Area Co-ordinator (except sabbatical 1992-93)
1992-1993 Visiting Professor, St. Francis Xavier University, Antigonish, Nova Scotia
1980-1982 Contract Course Director, Introductory Finance and Financial Management, York University, Toronto, Ontario
Prior Teaching Experience □ Mt. Carroll and Lincolnwood, Illinois and Ft. Hancock, Texas Public Schools
Prior Business Experience □ Research Analyst and Administrator, Various Chicago Financial Institutions

4. HONOURS AND AWARDS

□ Session's Best Paper Award: Ripley, M Louise (2012) "Keeping Up With The Reality Show: A Ten-Years-Later Review of Surviving Teaching on the Internet". Sixth International Multi-Conference on Society, Cybernetics and Informatics, IMSCI 2012, Conference on Education and Information Systems, Technologies and Applications, 2012.
□ Session's Best Paper Award: Ripley, M Louise (2011) "Plato, Socrates, Hunt, and Rotfeld: Eigenforms of Academic Collaboration". <i>The Journal of Systemics, Cybernetics and Informatics</i> 9(5):18-23 (on-line version: http://www.iiisci.org/Journal/SCI/). International Symposium on Collaborative Enterprises, in the context of the 15 th World-Multi-Conference on Systemics, Cybernetics, and Informatics: WMSCI 2011, Orlando, Florida: July 19-22, 2011
□ Award for Exemplary Online Learning Resources - Business, MERLOT (Multimedia Educational Resource for Learning and Online Teaching) Classics for "Introduction to Marketing Unit for Principles of Marketing": http://www.yorku.ca/lripley/imsyllabus.htm , August 2009
□ Session's Best Paper Award: The International Conference on Social and Organizational Informatics and Cybernetics. Session: Relations Between Society/Organizations and Cybernetics/Cyber-Technologies, 2008
□ Session's Best Paper Award: The International Conference on Social and Organizational Informatics and Cybernetics. Session: Relations Between Society/Organizations and Cybernetics/Cyber-Technologies, 2007
□ Atkinson Alumni/ae Teaching Excellence Award, 1996
□ Certified teacher in Texas, United States

SCHOLARLY AND PROFESSIONAL CONTRIBUTIONS

SUMMARY OF PUBLICATIONS AND PROFESSIONAL CONTRIBUTIONS

- | |
|---|
| <input type="checkbox"/> Books 1 published, 4 not yet published
<input type="checkbox"/> Chapters in Books 4
<input type="checkbox"/> Articles in Refereed Journals 9
<input type="checkbox"/> Papers in Refereed Conference Proceedings 20
<input type="checkbox"/> Textbooks, Curriculum Materials and Other Pedagogical Material 6 |
| <input type="checkbox"/> Non-Refereed Articles 6
<input type="checkbox"/> Reviews 20
<input type="checkbox"/> Other 17 |

PUBLICATIONS

BOOKS PUBLISHED

- Ripley, M Louise (1987) *Perspectives on Marketing Channel Theory*. North York, Ontario: Captus Press (teaching book, 128 pages).

CHAPTERS IN BOOKS

- Ripley, M Louise (2010) "Gilbert's Multimodal Argumentation Model and the Psychology of Persuasion in Advertisements", Chapter in Csapo, Janos and Andor Magyar (eds.). *Psychology of Persuasion*. New York: Nova Science Publishers, Inc. p. 149-169. (Refereed Publication)
- Ripley, M Louise (2010) "Online Teaching: The Joys of Joining the Discussion", Chapter in Black, Catherine (ed.) *The Dynamic Classroom: Engaging Students in Higher Education*. Madison, Wisconsin: Atwood Publishing (ISBN number: 978-1-891859-77-9).
- Ripley, M Louise (2007) "Foreword" in Robyn, Lisa, *The Corporate Dominatrix: Six Roles to Play to Get Your Way at Work*. New York: Simon and Schuster Spotlight Entertainment.
- Chapter 11, Marketing Channels and Supply Chain Management, in Armstrong, Gary, Philip Kotler, Peggy Cunningham (2010). *Marketing: An Introduction, 2nd and subsequent Editions*. Toronto: Pearson/Prentice Hall Canada.

ARTICLES IN REFEREED JOURNALS

- Ripley, M Louise (2012) "Keeping Up With The Reality Show: A Ten-Years-Later Review of Surviving Teaching on the Internet". Sixth International Multi-Conference on Society, Cybernetics and Informatics, Journal of Systemics, Cybernetics and Informatics, July.
- Ripley, M Louise (2011) "Plato, Socrates, Hunt, and Rotfeld: Eigenforms of Academic Collaboration". *The Journal of Systemics, Cybernetics and Informatics* 9(5):18-23 (on-line version: <http://www.iiisci.org/Journal/SCI/>).
- Ripley, M Louise (2009) "Teaching Better Electronically or: How I Learned to Stop Worrying and Love Internet Teaching". *Journal of Systemics, Cybernetics and Informatics* Volume 7 Number 4:27-31 (online version: <http://iiisci.org/journal/sci/Contents.asp?var=&Previous=ISS7704.>)
- Ripley, M Louise and Beverly Davis (2009) "Trickster Fiddles with Informatics: The Social Impact of Technological Marketing Schemes". *Journal of Systemics, Cybernetics and Informatics* Volume 6 Number 1: 91-96 (online version: <http://www.iiisci.org/Journal/SCI/Home.asp>).
- Ripley, M Louise (2008) "Argumentation Theorists Argue That an Ad is an Argument". *Argumentation: An International Journal on Reasoning*. 22:507-519 (online version: <http://dx.doi.org/10.1007/s10503-008-9102-2>).
- Ripley, M Louise (2002) "Survivor! When the Next Reality Show is You Teaching Your First Internet Course". *Journal of Contemporary Business Issues* 10:2 (Fall), p. 1-7.
- Ripley, M Louise (2001) "You Wouldn't Want to Hear - Ethics in the Business Classroom: Gender, Race, But Please Not Class". *Journal of Contemporary Business Issues* 8:2

(Fall): 84-92.

- Ripley, M Louise (1992) "Why Industrial Advertising is Often Done In-House". *Industrial Marketing Management* 21(4) (November): 331-34.
- Ripley, M Louise (1991) "What Kind of Companies Take Their Advertising In-House" *Journal of Advertising Research* 31(5) (October/November):73-80.

PAPERS IN REFEREED CONFERENCE PROCEEDINGS

- Ripley, M Louise (2013) "Argument Advertising Ethics and Dogs: MultiModal Argumentation Once More With Feeling". Seventh International Multi-Conference on Society, Cybernetics and Informatics, IMSCI 2013. Special Tract on Interdisciplinary Research, Education and Communication
(<http://www.iis.org/Proceedings/2013Proc/ViewProc2013.asp?id=SA0213p>). (July).
- Ripley, M Louise (2012) "Keeping Up With The Reality Show: A Ten-Years-Later Review of Surviving Teaching on the Internet". Sixth International Multi-Conference on Society, Cybernetics and Informatics, IMSCI 2012, Conference on Education and Information Systems, Technologies and Applications.
- Ripley, M Louise (2011) "Plato, Socrates, Hunt, and Rotfeld: Eigenforms of Academic Collaboration" International Symposium on Collaborative Enterprises, in the context of the 15th World-Multi-Conference on Systemics, Cybernetics, and Informatics: WMSCI 2011, Orlando, Florida: July 19-22, 2011 (Refereed Proceedings).
- Ripley, M Louise (2011) "Argumentation and Emotional Cognition in Advertisements" in Zenker, F. (ed.) *Argument Cultures: Proceedings of the 9th International Conference of the Ontario Society for the Study of Argumentation (OSSA)*, May 18-21, 2011, University of Windsor, Windsor, Ontario: (CD ROM), pp. 1-11. (Refereed Proceedings).
- Ripley, M Louise (2010) "Reframing Emotional Arguments in Ads in the Culture of Informal Logic" Ritola, Juho, ed. *Argument Cultures: Proceedings of the 8th OSSA Conference* June 2009, Windsor, Ontario: University of Windsor (Refereed Proceedings).
- Ripley, M Louise (2010) "Cybernetics and Consumer Behaviour: An Exploration of Theory of Messages". *Proceedings of the Fourth International Multi-Conference on Cybernetics and Informatics (IMSCI)*. Orlando, Florida (July 2010).
- Ripley, M Louise (2009) "Cybernetics Guides Galvanometric Testing of Advertising Ethics". Callaos, Nagib et al. *Proceedings*, Volume III, The Second International MultiConference on Society, Cybernetics, and Informatics, International Conference on Social and Organizational Informatics and Cybernetics, Orlando, Florida (July 9-14): 105-09.
- Ripley, M Louise (2008) "Teaching Better Electronically or: How I Learned to Stop Worrying and Love Internet Teaching". Welsch, Friedrich et al. *Proceedings*, Volume III, The Second International Multi-Conference on Society, Cybernetics, and Informatics, International Conference on Social and Organizational Informatics and Cybernetics, Orlando, Florida (June 29-July 2): 255-60.
- Ripley, M Louise (2007) "The Ad as Argument". van Eemeren, Frans H., J. Anthony Blair, Charles A. Willard, and Bart Garssen (eds.) *Proceedings of the Sixth Conference of the International Society for the Study of Argumentation*. Amsterdam: International Centre for the Study of Argumentation: 1173-79.
- Ripley, M Louise and Beverly Davis (2007) "Trickster Fiddles with Informatics: The Social Impact of Technological Marketing Schemes". Tremante, Andrés, et. al. (2007) *Proceedings*, Volume II, International Multi-Conference on Society, Cybernetics, and Informatics, International Conference on Social and Organizational Informatics and

- Cybernetics, Orlando, Florida (July 12-15): 325-30.
- Ripley, M Louise (2005) "Talk to Me! The Case for Being There in Online Business Courses". In Bauerly, Ronald J. and Schuyler L. Meixner, eds., *Emerging Issues in Business and Technology Conference Proceedings* (October): 319-28.
 - Ripley, M Louise (2005) "Arguing for the Ethics of an Ad: An Application of (Michael Gilbert's) Multi-Modal Argumentation Theory". In Hitchcock, David (ed.) (2005) *The Uses of Argument: Proceedings of a Conference at McMaster University* (May): 393-402.
 - Ripley, M Louise and Beverly Davis (2004) "Consumer Behaviour, Social Class, and Marketing: Technoism and Digital Divisions". In Bauerly, Ronald J., Paul C. Thistlethwaite, and Dale W. Schofield, eds. *Emerging Issues in Business and Technology Conference Proceedings* (October): 482-90.
 - Davis, Beverly and M Louise Ripley (2003) "Technology Has No Conscience of its Own: Trickster, Technoism, and Technology Acquisition Life Cycles". In Thistlethwaite, Paul C., Dale Schofield, Ronald J. Bauerly, and Paul A. Willits (2003) *Emerging Issues in Business and Technology Conference Proceedings* (October): 341-348.
 - Ripley, M Louise (2002) "Survivor! When the Next Reality Show is You Teaching Your First Internet Course". In Thistlethwaite, Paul C., Dale Schofield, Ronald J. Bauerly, and Tiffany Ann Selinko (2002) *Emerging Issues in Business and Technology Conference Proceedings* (October): 120-127.
 - Ripley, M Louise (2000) "You Wouldn't Want to Hear - Ethics in the Business Classroom: Gender, Race, But Please Not Class". In Schofield, Dale, Paul C. Thistlethwaite, Ronald J. Bauerly, and Sheena R. Knight (2000) *Emerging Issues in Business and Technology Conference Proceedings* (October): 149-155.
 - Ripley, M Louise, Monica Ben and Audra Townsend (2000) "Toward a Method of Measurement of the Accuracy of Underlying Assumptions". (An examination of Marketing Research methods) In Schofield, Dale, Paul C. Thistlethwaite, Ronald J. Bauerly, and Sheena R. Knight (2000) *Emerging Issues in Business and Technology Conference Proceedings* (October): 223-229.
 - Ripley, M Louise (1999) "The Creation of a Youth Culture: Distortion in a Dark Glass". In Thistlethwaite, Paul C. et. al., *Emerging Issues in Business and Technology Conference Proceedings* (October): 186-192.
 - Ripley, M Louise (1998) "Multi-Modal Argumentation: An Approach to Ethical Decision Making in Advertising". In Thistlethwaite, Paul C. et. al., *Emerging Issues in Business and Technology Conference Proceedings* (November): 165-171.
 - Ripley, M Louise (1991) "The Marketing Journal," in *Proceedings, Fourth Instructional Conference, Guelph University, Guelph, Ontario* (May):107-113.

TEXTBOOKS, CURRICULUM MATERIALS AND OTHER PEDAGOGICAL MATERIAL

- Ripley, M Louise (1987) *Perspectives on Marketing Channel Theory*. North York, Ontario: Captus Press (teaching book, 128 pages).

WEBSITES FOR INTERNET COURSES (approximately 1,500 hours of preparation each),

- <http://www.yorku.ca/lripley/imsyllabus.htm#x>

(Winner of the 2009 Award for Exemplary Online Learning Resources – Business, MERLOT Classics, August 2009)

- <http://www.yorku.ca/lripley/gimsyllabus.htm>

(Total teaching materials website for Gender Issues in Management, taught online and as a hybrid course)

WEBSITES FOR SUPPORT OF ON-CAMPUS COURSES

- <http://www.yorku.ca/lripley/cbsyllabus.htm#x>
- <http://www.yorku.ca/lripley/smsyllabus.htm#x>
- <http://www.yorku.ca/lripley/peisyllabus.htm#x>

NON-REFEREED ARTICLES

- Ripley, M Louise (2008) "Faculty Association of St. Thomas University in Contentious Lockout/Strike". *UWFA Bargaining News*. University of Winnipeg Faculty Association 5(February 6):2-3.
- Ripley, M Louise (2008) "Professors Online: The Best Case Scenario for Discussion Group Success" Magna Publications' *Online C/@ssroom* (February).
- Ripley, M Louise (2007) "UU Lay Chaplains: Sought and Unsought Products" Document produced for the Canadian Unitarian Council (November).
- Ripley, M Louise (1997) "Mean Streets Are Where You Find Them". *The Globe and Mail* Facts and Arguments Page (April 4).
- Ripley, M Louise (1996) "Why I Give Marks for Participation: A Letter to A Student". Magna Publications' *The Teaching Professor* (June/July).
- Ripley, M Louise and George Gilbert (1991) "The Vancouver Symphony Orchestra: Marketing Theory in Practice". *Academy of Marketing Science News* 12(1) (January):2,17.

REVIEWS

- Ripley, M Louise (2010) "Glass Wall Barriers in Organisations: Disrupting the Disrupters", book proposal for Routledge Taylor and Francis Group (December).
- Ripley, M Louise (2009) "The Sustaining Role of Motherhood: A Review of *Laike and Nahum: A Poem in Two Voices*" (Book by Ruth Panofsky, 2007, Toronto: Inanna Publications and Education, Inc.). Toronto: *Journal of the Association for Research on Mothering*. (Refereed Journal).
- "Opting in: Having a Child Without Losing Yourself" (2009) (Book by Amy Richards, 2008, New York: Farrar Straus and Giroux) Toronto: *Journal of the Association for Research on Mothering: Mothering and Poverty* 11 (2 Fall Winter) 2009:180.
- "*Laike and Nahum: A Poem in Two Voices*" A Review" (2008) (Book by Ruth Panofsky, 2007, Toronto: Inanna Publications and Education, Inc.). Toronto: *Journal of the Association for Research on Mothering: Mothers and Daughters* 10(2 Fall/Winter) (Refereed Journal).
- "Global Marketing Research" (2008), for *The Handbook of Technology Management* (Three Volume Set) John Wiley and Sons, Inc.
- "Marketing Research and Test Marketing" (2008) for *The Handbook of Technology Management* (Three Volume Set) John Wiley and Sons, Inc.
- Advised the Nova Scotia Public Service Commission on issues of Social Marketing positions (June 2007).
- Earbags Website for Swedish Company owner Tom Natvig (April 2006).
- Ripley, M Louise (2005) "*The Raging Grannies: Wild Hats, Cheeky Songs, and Witty Actions for a Better World*: A Review" (Book by Carole Roy, 2004, Montreal: Black Rose Books). Toronto: *Journal of the Association for Research on Mothering: Grandmothers and Grandmothering* 7(2 Fall/Winter): 180-82. (Refereed Publication).
- Social Marketing Plan for Bike Riding Usage in Chicago, for Ben Gomberg of the Chicago Department of Transportation (March 2005).
- Armstrong, Gary, Philip Kotler, Peggy Cunningham and Robert Warren *Marketing: An Introduction*. Toronto: Prentice Hall Canada (2004).
- Kotler, Philip, Gary Armstrong, Peggy Cunningham and Robert Warren *Principles of Marketing*, Third, Fourth, and Fifth Canadian Editions. Toronto: Prentice Hall Canada (1999, 2000, 2001).
- McGraw Hill book on Marketing on the Internet (2000).
- Solomon, Michael R. (1998) *Consumer Behaviour: Buying, Having, and Being*. First Canadian Edition. Toronto: Prentice Hall Canada (1998).
- Kates, Steven (1998) *Twenty Million New Customers!: Understanding Gay Men's Consumer Behaviour*. New York: Haworth Press (1998).
- McGraw Hill book on Interactive Learning (1996).
- McGraw Hill book on Marketing and the Internet (1996).
- McGraw Hill on Marketing Case book (1994).
- *Canadian Marketing Cases and Concepts*, Allyn and Bacon (1991).
- E. Jerome McCarthy and Stanley J. Shapiro, *Basic Marketing*, for Irwin Dorsey Company, Chicago (1987).

OTHER

- Study Card for Armstrong, Gary, Philip Kotler, Peggy Cunningham, (2010). *Marketing: An Introduction, 2nd and subsequent editions*. Toronto: Pearson/Prentice Hall Canada.
- *Handbook for Part Time Faculty* for the Department of Administrative Studies, Atkinson, York University (1990).
- Report of the York University Curriculum Committee on the New Curriculum Approval Process as Chair of committee (1989).

PROFESSIONAL REPORTS

- Ripley, M Louise (2009) "Images of Mother (Earth) in Advertising". Mothering and the Environment: The Natural, The Social, and The Built, 13th Conference of the Association for Research on Mothering (ARM) York University (October 22-25).
- Ripley, M Louise (2009) "Teaching on the Internet: Doing What You Said You'd Never Do". Workshop for Atkinson School of Administrative Studies, York (April).
- Ripley, M Louise (2007) "Maternal Well-Being and Work Outside the Home: The Causes and Costs of Stress or 'How Can You Be in Two Places at Once When You're Not Anywhere At All?'" 11th Conference of the Association for Research on Mothering (ARM) (October 18-20).
- Ripley, M Louise (2007) "Being There: The Case for Professorial Participation in Online Discussion Groups". McGraw Hill Ryerson National Conference on Teaching, Learning, and Technology, Concordia University, Montreal, Quebec (May 14-16).
- Ripley, M Louise (2007) "Silent Partners: Finding Materials For Teaching Internet Courses" TEL@York, Conference on Technology Enhanced Learning, York University (May 1-2).
- Ripley, M Louise (2006) "Halloween, Pumpkins, and Motherhood: Gender Differences in How We Nurture Students" The Mother Lode, 10th Anniversary Conference of The Association for Research on Mothering (ARM) (October 26-29).
- Ripley, M Louise (2006) "The Waving Hand: Facilitating Online Discussion" TEL@York, Conference on Technology Enhanced Learning, York University (April 25-26).
- Ripley, M Louise (2004) "A Study of Managerial Attitudes" Atkinson School of Administrative Studies Brown Bag Lunch Research Series (February 26).
- Ripley, M Louise (2003) "What Not To Do When Teaching On the Internet" TEL@York Conference on Technology Enhanced Learning, York University (May 7).
- Ripley, M Louise (2003) "Work and Family: Pressures and Answers". Invited Speaker at Association for Mothering Research Conference, York University (May 4).
- Ripley, M Louise and Diane Jurkowski (2001) "Triaging A Thousand Emails: Teaching on the Internet" Workshop for Atkinson School of Administrative Studies, York (June).
- Ripley, M Louise (1992) "Journals of Changing Family Roles and Relationships: When Women Try to Cope With Work, Home, and School". Presented in the "Changing Family Roles and Relationships" Track at the Academy of Marketing Science Quality of Life/Marketing Conference, Washington, D.C. (November)

- Ripley, M Louise (1989) "Naturalistic Enquiry in Channels Strategy: A Comparison of Research Methodologies". Invited paper at University of Toronto/McGill University Symposium.
- Ripley, M Louise (1989) "Channels Strategy and the Advertising Agency Decision". Invited paper at York University Faculty of Administrative Studies Research Series "Frontiers in Marketing".

WORK SUBMITTED

- Ripley, M Louise and Sandra Warren (2012) *Sandi's Book: Teaching Indigenous Concepts of "Clean Work" to Western Business Thought*.
- Ripley, M Louise Ripley, *Strike One: The YUFA Grand Strike of 1997- A Listserv Memoir of the Business Professor Daughter of a Labour Union Organizer*, submitted to potential publisher (242 pages).

WORK IN PROGRESS

- Various articles

PROFESSIONAL SERVICE

Reviewer for Conferences at Orlando: World Multi-Conference on Systemics, Cybernetics and Informatics

- 2007 - 2015

SSHRC GRANTS REVIEWER

- Social Sciences and Humanities Research Council Grants in Marketing 1998
- For Canada Social Sciences and Humanities Research Council Grants in Marketing 1996
- For Canada Social Sciences and Humanities Research Council Grants in Marketing 1992

JOURNAL REVIEWER

- *Journal of Consumer Affairs* (April 2011)
- *Journal of Consumer Affairs* (April 2007)
- *Journal of the Academy of Marketing Science* (1999)
- *Journal of Business Ethics*, Kluwer Academic Publishers, Netherlands (1997)
- *Journal of Business Ethics*, Kluwer Academic Publishers, Netherlands (1996)

CONFERENCE CONVENOR

- Member of Programme Committee, The International Conference on Social and Organizational Informatics and Cybernetics: SOIC in the context of The International MultiConference on Society, Cybernetics and Informatics: IMSCI, Orlando, Florida (2015, 2014, 2013, 2012, 2011, 2010, 2009, 2008)
- Conference Co-Convenor with Professor Shelagh Wilkinson, "Feminist Issues in Business: Uneasy Partners" York (November 1988)

MANUSCRIPT REVIEWING

- 2015, 2014, 2013, 2012, 2011, 2010, 2009, 2008 International Multi-Conference on Society, Cybernetics, and Informatics, International Conference on Social and Organizational Informatics and Cybernetics
- American Marketing Association Summer Educators' Conference (1995, 1999)

CONFERENCE SESSION CHAIR

- Seventeenth World Multi-Conference on Systemics, Cybernetics and Informatics (July 9-12, 2013)
- Sixth International Multi-Conference on Society, Cybernetics and Informatics, IMSCI 2012, Conference on Education and Information Systems, Technologies and Applications (July 17-20, 2012)
- International Symposium on Collaborative Enterprises: CENT 2011, Platforms, Processes, and Practices Advancing the Enterprise 2.0: "Collaborative Enterprises I" (July 19-22, 2011)
- International Multi-Conference on Society, Cybernetics, and Informatics, International Conference on Social and Organizational Informatics and Cybernetics, Orlando, Florida (July 9-14, 2009)
- International Multi-Conference on Society, Cybernetics, and Informatics, International Conference on Social and Organizational Informatics and Cybernetics, Orlando, Florida (June 29-July 2, 2008)
- International Multi-Conference on Society, Cybernetics, and Informatics, International Conference on Social and Organizational Informatics and Cybernetics, Orlando, Florida (July 2007)
- Emerging Issues in Business and Technology Conference, Myrtle Beach, South Carolina (November 2005).
- Emerging Issues in Business and Technology Conference, Myrtle Beach, South Carolina (October 2004).
- Emerging Issues in Business and Technology Conference, Myrtle Beach, South Carolina (October 2003).
- Emerging Issues in Business and Technology Conference, Myrtle Beach, South Carolina (October 2002).
- Emerging Issues in Business and Technology Conference, Myrtle Beach, South Carolina (October 2000).
- Emerging Issues in Business and Technology Conference, Myrtle Beach, South Carolina (October 1999).

PUBLIC APPEARANCES

LECTURES

- Workshop for Women School Bus Drivers on Problem Solving (1997) “Mentoring: Glass Ceilings and Good Crystal” at Toronto M.B.A. Women's Association Mentoring Programme (October 1996)
- “Fighting Backlash: Women and Men Working Together”, workshop for Environment Canada celebration of International Women's Day (March 1995)
- “Women as Low Risk Takers: Challenging the Myth”, workshop for female employees facing job cuts in new budget, Environment Canada AES (February 1995)
- Presented “Women and Work: Harnessing Our Creative Powers for More Rewarding Lives” workshop for Environment Canada, International Women's Day (March 1994)
- “Women and Business: Equality and Dignity” two workshops for Bradford, Ontario Women's Network (1994)
- “Through the Glass Ceiling: Broad Horizons” two workshops for women in management, Antigonish, Nova Scotia (March 1993)
- “Supporting Women in Management” two workshops for women at New Glasgow, Nova Scotia Canada Employment Centre (May 1993)
- Invited Speaker, International Women's Day, Canada Employment Centre, Antigonish, Nova Scotia (March 1993)

PANEL DISCUSSIONS

- Served on Panel “A Short History of Graduate Student and Labour Activism at York University” for York Graduate Students Association (September 2007)
- Served on Panel “Academic Women and Work in the University” for Professor Kym Bird, York University (1999)
- Served as Discussant, “Work, Marketplace and Quality of Life” Track, “Changing Family Roles and Relationships” Academy of Marketing Science - Quality of Life/Marketing Conference, (November 1992)

INTERVIEWS

- By Dustin Dyer for York University's Excalibur, student newspaper, on Reverse Discrimination (March 2014)
- By Mia Gordon for the Sun News Network, on issues of rape and date-rape with respect to a proposed product (February 10, 2014)
- By Mat Lecompte for Metro Canada article, “Being at the Top Does Not Stop Harassment” (September 21, 2009)
- By Jay Somerset for magazine article on Consumer Decision Making in Big Ticket Purchasing (May 2006)
- By Lisa Paul, Ryerson Journalism Student, for article on The Use of Training Schools as Marketing Tactic (April 2006)
- By Rafael Brusilow from the Toronto *Metro News* for an article on online education (June 2005)
- For background material by CBC Radio on the subject of Belinda Stronach's crossing the floor of Parliament, with respect to Women's Studies issues (May 2005)
- By Lisa Marr, *The Hamilton Spectator*, on consumer behaviour with respect to cleaning products (March 2005)

- By Jenny Yuen of *Now Magazine* for an article on Refund Anticipation Loans (Instant Tax Refund Loans) with respect to the behaviour of consumers (February 2005)
- By Clifton Joseph for CBC Marketplace programme on consumer attitude with respect to fire insurance, on website; <http://www.cbc.ca/consumers/market/files/home/fire/ripley.html> (October 2004)
- By Pam Smyth, Associate Producer of CBC Marketplace, on consumer behaviour (June 2004)
- For article on women and work: "Oh Baby, Pick a Hubby Who Dusts," by Trish Crawford, *Toronto Star*:A2 (May 2004)
- For Gail Powell's column "Marketline" in *Food In Canada*, on marketing to the gay and lesbian community in Canada (September 2002)
- For CHRY York University radio station (105.5FM), speaking on issues of stress for students at exam time (November 2001)
- For Martin, Kathleen (2001) "How Far Really?" *Marketing* (July 2):13-14, article on sex role stereotypes (Spring 2001)
- For TV Ontario programme on body image and the media (1999)

FUNDING

- 2013 School of Administrative Studies to attend, present at, and chair a session of Social and Organizational Informatics and Cybernetics, Orlando Florida, July
- 2012 School of Administrative Studies to attend, present at, and chair a session of Social and Organizational Informatics and Cybernetics, Orlando Florida, July
- 2011 Grant (Faculty of Liberal and Professional Studies) to attend and present at Conference of the Ontario Society for the Study of Argumentation (OSSA), May 18-21, 2011, University of Windsor, Windsor, Ontario (\$400)
- 2010 Grant (Atkinson Dean's Office) to attend, present at, and chair a session of Conference, Social and Organizational Informatics and Cybernetics, Orlando Florida, July (\$400)
- 2009 Grant (Atkinson Dean's Office) to attend, present at, and chair a session of Conference, Social and Organizational Informatics and Cybernetics, Orlando Florida, July (\$1200)
- 2008 Grant (Atkinson Dean's Office) to attend, present at, and chair a session of Conference, Social and Organizational Informatics and Cybernetics, Orlando Florida, July (\$1500)
- 2007 York Ad Hoc Research Travel Grant to attend, present at, and chair a session of Conference, Social and Organizational Informatics and Cybernetics, Orlando Florida, July (\$300)
- 2007 Grant (Atkinson Dean's Office) to attend, present at, and chair a session of Conference, Social and Organizational Informatics and Cybernetics, Orlando Florida, July (\$516)
- 2007 Grant (Atkinson Dean's Office) to attend Spirit of Inquiry Conference, Montreal, May (\$1084)

- | |
|--|
| <ul style="list-style-type: none"> ❑ 2006 Grant (Atkinson Dean's Office) to attend and present at International Society for the Study of Argumentation, Amsterdam, The Netherlands, June (\$2000) ❑ 2005 Grant (Atkinson Dean's Office) to attend and present at Ontario Society for the Study of Argumentation, Hamilton, Ontario, May (\$1284) |
| <ul style="list-style-type: none"> ❑ 2005, 2004, 2003, 2002, 2000, 1999, 1998 Grants (Atkinson Dean's Office) to present papers and chair sessions at conferences in Emerging Issues in Business & Technology (\$1350-\$1600 each) ❑ 1998 Specific Research Grant (York University) "The Needs of the Ontario Trucking Industry and its Truckers" (\$18,000) ❑ 1996 Non-Leave Specific Research Grant (York University) "The Circle Check: Class A Education Linking Universities, Colleges, and the Canadian Trucking Industry" (\$15,642) ❑ 1995 Grant (Atkinson) to attend American Marketing Association conference on Ethical Issues in Marketing, Washington D.C., August (\$450) ❑ 1994 Non-Leave Specific Research Grant (York University) to fund qualitative research on book on "Women's Work in the Maritimes" (\$7,000) ❑ 1992 Grant (Atkinson) to present paper at "Changing Family Roles and Relationships" 1992 Academy of Marketing Science Quality of Life/Marketing Conference (\$1,000) ❑ 1992 Specific Research Grant (York University) "Holding the Family Together in Tough Times: Women's Work in the Maritimes" (\$16,800) ❑ 1991 Grant (York University) to attend and present at University of Guelph Fourth Instructional Show and Tell for Ontario Universities and Colleges, May (\$285) ❑ 1990 Supplementary Research Grant (Office of Associate Vice President for Research, York, supplemental to SSHRC Grant) (\$1,000) ❑ 1990 SSHRC (Social Sciences and Humanities Research Council - Canada Government funding) Grant for qualitative study of why companies choose in-house advertising (\$26,375) ❑ 1990 Grant (York University) to attend American Marketing Association Faculty Consortium on Teaching Effectiveness, Northern Arizona University, Flagstaff, July (\$1,000) ❑ 1989 Grant (York University Centre for the Support of Teaching and Learning), jointly with Professor William Westfall, for needs survey and workshops in innovative teaching methods (\$1300) ❑ 1989 Grant (York University) to attend American Marketing Association Faculty Consortium on Marketing Research at Michigan State University, East Lansing, June (\$1,000) ❑ 1989 Grant (Atkinson) to attend Toronto/McGill Symposium as invited speaker, April(\$150) ❑ 1988 Grant (York University) for organizing Conference, Feminist Issues in Business (\$1,000) ❑ 1988 Research Grant (Atkinson) for Case Study, Channels Strategy and the Use of Advertising Agencies (\$860) |

TEACHING

SUMMARY OF TEACHING AND TEACHING CONTRIBUTIONS

- Have taught as many as 120 and as few as four students, in classes ranging from second year undergraduate to Masters and PhD, ranging from pure lecture to pure seminar, on campus and on the Internet and combined, solo and team-teaching, teaching year-round, and including individual and committee graduate supervision at the Masters and PhD

levels

- Regularly attend and present at teaching seminars, workshops, and conferences
- Read and publish in the field of teaching and learning theory

Areas of Special Teaching Expertise

- Internet Teaching
- Introductory Marketing
- Gender Issues in Business
- Social Marketing
- The Intersection of Business and Environmental Issues
- The Intersection of Business and Philosophy/Ethics Teaching Philosophy
- Students are my top priority
- Education ought to be enjoyable
- Theory and practice are equally important
- Teaching and Research are two sides of the same coin
- What one gets out of anything depends on what one puts into it
- There is no such thing as a stupid question
- Students earn the grades; I record them
- Ultimately it's all connected, everything to everything else, and one of the joys of learning is finding those links Teaching Practices
- Use a variety of teaching methods
- Designed and developed all my own web pages for Internet courses, before it was being widely done
- Provide students with full web page support for all courses
- Taught the first York Internet versions of Introductory Marketing and of Gender Issues in Management
- Relate business to other disciplines
- Address issues of environment, ethics, gender, race, and class
- Wrote my own teaching book on channels theory when there was no theory text
- Use no passwords on any of my web based teaching materials and I regularly hear from students and professors in other universities asking questions about, permission to use, and suggestions for my materials, about all of which I happily engage in discussions

Examination Styles

- Use essay/short answer exams where possible, multiple choice as little as possible
- Use oral exams when it can benefit the student in individual cases

Accessibility

- Encourage student contact
- Am accessible in person and by email
- Perform a great deal of student academic and career counselling Evidence of Student Successes Under My Teaching
- Many of my students obtain jobs in the Marketing area, often using work they have done for me as a portfolio when job-hunting
- A student who took Gender Issues in Management (Women and Business) with me in 1992 went on to do a doctorate in Native Studies at Trent University; I served as one of her supervisors

- A number of my undergraduate students go on to graduate work in the M.B.A. in Schulich School of Business and other Business Schools, and in PhD programmes in a variety of programmes
- In 2000, submitted a paper to a conference with two undergraduate research assistants as co- authors; one presented the paper with me
- My first published paper, "The Vancouver Symphony. Orchestra: Marketing Theory In Practice" was written with a student in my Contemporary Issues in Marketing class
- Students regularly use Honours Theses done with me in successful bids for Marketing and other jobs

Evidence of Success in Teaching

- Received a Letter of Excellence in Teaching from School of Administrative Studies, 2013
- Was awarded the 1996 Atkinson Alumni/ae Teaching Excellence Award
- Received a rating of "Excellent" in Teaching in my Tenure/Promotion decisions
- Evaluations continue to be high in Teaching, even in large introductory sections and in online courses
- Am frequently asked to speak to groups about teaching

UNDERGRADUATE TEACHING

UNDERGRADUATE COURSES TAUGHT (School of Administrative Studies)

* course created by me

- AK/ADMS4220 Consumer Behaviour (2001-2006)*
- AD/ADMS3210 Contemporary Issues in Marketing (1980s)*
- AK/ADMS4330 Financial Management (Honours) (1982-1984)
- AK/ADMS3530 Introductory Finance (1982-1984)
- AK/ADMS3200/2200 Introductory Marketing (1984-2000)
- AK/ADMS3200/2200 Introductory Marketing - Internet (2000-2006)*
- AK/ADMS4230 Marketing Channels (Honours) * (1980s)
- AK/ADMS4290 Marketing for Competitive Advantage (1999, 2000)
- AK/ADMS4260 Marketing Research (Honours) * (1980s)

UNDERGRADUATE CROSS-LISTED COURSES TAUGHT (Atkinson)

* course created by me

- AK/ADMS/WMST3120 Gender Issues in Management (formerly Women and Business) (since 1991)*
Cross-listed between Administrative Studies and Gender, Sexuality and Women's Studies
- AK/ADMS WMST3120 Gender Issues in Management – Internet and Hybrid Versions (since 2000)*
Cross-listed between Administrative Studies and Gender, Sexuality and Women's Studies
- AK/ADMS4280 Social Marketing (since 1989)*
Honours/Graduate/cross listed with FES Masters programme
- AK/ADMS4220 Consumer Behaviour (2001-2006)*
- AD/ADMS3210 Contemporary Issues in Marketing (1980s)*
- AK/ADMS4330 Financial Management (Honours) (1982-1984)
- AK/ADMS3530 Introductory Finance (1982-1984)
- AK/ADMS3200/2200 Introductory Marketing (1984-2000)

- AK/ADMS3200/2200 Introductory Marketing - Internet (2000-2006)*
- AK/ADMS4230 Marketing Channels (Honours) * (1980s)
- AK/ADMS4290 Marketing for Competitive Advantage (1999, 2000)
- AK/ADMS/PHIL4295 Philosophical and Ethical Issues in the Mass Media (2003-2006)
Team-taught with Professor Claudio Duran, cross-listed with Philosophy Department

ADDITIONAL UNDERGRADUATE COURSES DEVELOPED BY ME

- AK/ADMS4240 Advertising and Communication
- AK/ADMS4215 Business to Business Marketing
- AK/ADMS4210 International Marketing
- AK/ADMS4250 Marketing Strategy
- AK/ADMS4235 Product Management
- AK/ADMS4225 Retailing Management

HONOURS THESES SUPERVISIONS

- More than 50 in my first ten years at York
- Most Recent: Paul Brannigan, Terri Yates

GUEST LECTURES IN OTHER COURSES (At York University unless otherwise specified)

- “A Case History of an Equal Pay Suit” in Professor Meg Luxton’s course Women and Work: Production and Reproduction (October 2009)
- “Arguing For the Ethics of an Ad: An Application of Multi-Modal Argumentation Theory” in Professor Claudio Duran’s course Philosophical and Ethical issues in the Mass Media, 2 sessions (May 2009)
- “Why All These Dead White Men? On the Importance of Not Rewriting History When Acknowledging Gender Race and Class” in Professor Claudio Duran’s course Mass Media and Ideology (July 2008)
- “Educating Through the Mass Media Through the Ages” In Professor Claudio Duran’s course, Education and the Mass Media (March 2008)

- "Socialization Through Advertising" In Professor Claudio Duran's course, Education and the Mass Media (March 2007)
- "Advertising as Socialization and Education". In Professor Claudio Duran's course, Schools, Critical Pedagogy and Mass Media (March 2005) □ "The Media and Language: Marketing Sexist Attitudes" in Professor Claudio Duran's Philosophy/Administrative Studies course (March 1997) □ "Logic and Emotion in Advertising: Six Approaches" in Professor Claudio Duran's Philosophy/Administrative Studies course (Fall 1996)
- "The Media and Language: Marketing Sexist Attitudes" in Professor Claudio Duran's Philosophy/Administrative Studies course (February 1996)
- "Logic and Emotion in Advertising: Six Approaches" in Professor Claudio Duran's Philosophy/Administrative Studies course (Fall 1995)

GRADUATE TEACHING

COURSES TAUGHT, FACULTY OF ENVIRONMENTAL STUDIES (since 1990)

Since 2012 the Dean of my Faculty has asked that we limit our cross-listings to only two Faculties; I now only teach in Atkinson School of Administrative Studies and School of Gender,

Sexuality and Women's Studies.

- ES5078 Social Marketing
- Independent Reading Courses (Date of Course) (Beginning-Completion Dates)
 - Peggy Harowitz (2009) (September 2006-Ongoing) ◦ Vanessa Campisi (2009) (September 2008-Ongoing) ◦ Avi Lambert (2009) (September 2008-Ongoing) ◦ Maralyn Ellis (2009) (September 2007-Ongoing) ◦ Alexandra Kroach (2009) (September 2008-2010) ◦ Bimel Patel (2009) (September 2008 -Withdrawn May 2009) ◦ Valerie Kitchell (2008 Ongoing) (September 2007 - Ongoing) ◦ Erinn Piller (2008, 2007) (September 2006-July 2008) ◦ Korice Moir (2006) (September 2005-November 2007) ◦ Melissa Leithwood (2006) (September 2005-June 2007) ◦ Steven Pacifico (2005) (September 2004-November 2006) ◦ Raissa Marks (2003) (September 2002-May 2004) ◦ Victoria Laine (2003) (September 2002-July 2004) ◦ Alison Mudge (2003) (September 2002-March 2005) ◦ Heather Carmichael (2003) (September 2002-May 2006) ◦ Ben Stevenson (2003, 2002) (September 2001-April 2004) ◦ Glen Gumulka (2001) September 2000-March 2004) ◦ Milton Hart (2000) (September 1999-September 2001) ◦ Catrina Crowe (1998) (September 1995-November 1998) ◦ Viivre Wark (1997)
 - Janet Masci (1997) (September 1996-November 1998) ◦ Gregg Yeoman (1997) (September 1991-August 1998) ◦ Patricia Ballamingie (1995) (September 93-November 1995) ◦ Janet Owens (1994) September 1994-October 1997) ◦ Alex Palimaka (1992) (September 1991-November 1997) ◦ Atul Nanda (1992) (September 1991-November 1994)

MASTERS RESEARCH ASSISTANT SUPERVISED UNDER SSHRC GRANT
FACULTY OF ENVIRONMENTAL STUDIES

- Anne Currie 1991 (September 1990-November 1992)

MASTERS THESIS SUPERVISOR, FACULTY OF ENVIRONMENTAL STUDIES
(Date of Course) (Beginning-Completion Dates)

- Alison Mudge (2005) (September 2002-March 2005)
- Victoria Laine (2003)) (September 2002-July 2004)
- Ben Stevenson (2003) (September 2001-April 2004)
- Patricia Ballamingie (1995) (September 93-November 1995)
- Victoria Taylor (1994) (September 1991-June 1994)

MASTERS THESIS SUPERVISOR, INTERDISCIPLINARY STUDIES □
Sarah Benjamin (1998)

MASTERS THESIS COMMITTEE MEMBER, FACULTY OF EDUCATION

- Ruth Cosenheim (now Swan) (1996) (1991-1995)

MASTERS MAJOR PAPER/PROJECT SUPERVISOR
FACULTY OF ENVIRONMENTAL STUDIES (Date of Course) (Beginning-Completion Dates)

- Maralyn Ellis (2009) (September 2007-Ongoing)
- Erinn Piller (2008) (September 2006-July 2008)
- Victoria Laine (2003) (September 2002-July 2004)
- Raissa Marks (2003) (September 2002-May 2004)
- Ben Stevenson (2003) (September 2001-April 2004)
- Catrina Crowe (1999) (September 1995-November 1998)
- Sarah Hait (1998) (September 1996-July 1998)
- Janet Masci (1998) (September 1996-November 1998)
- Patricia Ballamingie (1995) (September 93-November 1995)
- Alex Palimaka (1994) (September 1991-November 1997)
- Victoria Taylor (1994) (September 1991-June 1994)
- Caroline Teskey (1994) (September 1993 –Withdrew May 1997)
- Karen Berment-McDowald (now Sebro) (1994) (September 1993-October 1997)
- Robert Derry (1992) (FES/Education) (September 1991-Lapsed)

DOCTORAL THESIS SUPERVISOR

- Sandra Warren “Is Your Work Clean?’ An Exploration into Indigenous Ethics of Deep Care” Department of Native Studies, Faculty of Arts and Sciences, Trent University (Fall 2006-June 2008)

EXAMINER, DOCTORAL THESIS INTERNAL/EXTERNAL
 (all York University except where noted)

- James Roseborough “Retaliatory Aggressive Driving: A Justice Perspective” (July 2014).
- Michelle Lustman “Just Can’t Put the Brakes on Aggressive Driving: Narcissism Impulsivity and Driver Aggression” (May 2011).
- Christine M. Wickens “Understanding Driver Anger and Aggression: Attributional Theory in the Driving Environment”. Graduate Programme in Psychology (August 2009)
- Janice Nathanson “From Marketing to Meaning: Toward a Reconceptualization of Social Marketing”. Communication and Culture (December 2007)
- Ravindra Mohabeer “Living Through Made-Up Girls: A Case for Media Life-Skills For The 21st Century”. Communications Studies (September 2006)
- Richard Friemann “Intractable Quarrels in Argumentation Theory: Integrating Argument and Therapy”. Philosophy (September 2005)
- Gail McCabe “Morphing the Crone: An Ethnography of Crone Culture, Consciousness and Communities”. Sociology (November 2004)
- Mary-Ann Faulhaber “Investigating the Use of an MMPI-2 Short Form for Police Officer Candidate Selection”. Psychology (November 2003)
- P.R. Sudhakar “A Study of the Operating and Marketing Aspects of CNC Machine Tools”. Department of Management Studies, University of Madras, India (January 2001).

Doctoral Thesis Internal-External Examiner, Schulich School of Business, 1992-1997:
Carson, Gainer, Tang, Hung, Moore, Kates, Chaisuwan, Middleton, Yoshikawa
(Since the 1997 YUFA strike in which I played an active Union role, the Schulich Business School
has ceased to request my service on doctoral examining committees)

DOCTORAL THESIS DEAN'S REPRESENTATIVE, FACULTY OF ARTS

□ Psychology: Steinberg (November 1996)

MASTERS THESIS INTERNAL/EXTERNAL EXAMINER

- Department of Psychology, Faculty of Health
- Roseborough (2010)
- Faculty of Arts, Psychology
- Moore (2000)
- Faulhaber (1996)
- Law/Environmental Studies - Bleahene (1994)
- Women's Studies - Hatchette (1993)

OTHER TEACHING RELATED ACTIVITIES

PEDAGOGICAL INNOVATIONS

- As Marketing Area Co-ordinator (1982-1992, 1993-1998), created, developed, ran on my own for ten years Atkinson's entire Marketing Area, supervising 20 contract faculty, building the Area, creating the Marketing Honours Option and the Marketing Certificate and introducing 12 new courses
- Taught the first Internet courses in School of Administrative Studies Marketing, and School of Women's Studies (Now School of Gender, Sexuality and Women's Studies)
- Used web pages to support teaching before it was widely done
- Practice collaborative learning
- Practice student learning-centred teaching activities

SEMINARS, WORKSHOPS PRESENTED

- “Introductory Marketing Online: MERLOT Business Classics Award Winner” to Centre for Support of Teaching workshop (September 2009)
- Served as Panel Member on “Reflections on Student Experience: Faculty and Administrators Panel” for Centre For Support of Teaching Workshop for New Faculty (July 30 and August 12, 2008)
- Served as Panel Member on “Reflections on Student Experience: Faculty and Administrators Panel” for Centre For Support of Teaching Workshop for New Faculty (July 2007)
- Presented “The Online Course Outline” at the Centre for Support of Teaching Workshop for New Faculty (July 2006)
- Presented “Teaching Objectives Activities and Assignments in the Online Course Syllabus” at the Centre For Support of Teaching Workshop for New Faculty (July 11 and August 15, 2005)
- Presented “The Online Course Outline” at the Centre For Support of Teaching Workshop for New Faculty (July 12 and August 23, 2004)
- Spoke at presentation of my Atkinson Alumni/ae Teaching Excellence Award, “Radicalization and Renewal: The YUFA Grand Strike of 1997” (November 1997)
- Served as Group Facilitator, York University Professional/Personal Renewal Day on Teaching (April 1991)
- Served as Participant at American Marketing Association Faculty Consortium on Teaching Effectiveness, Northern Arizona University, Flagstaff (July 1990)
- Served as Participant at American Marketing Association Faculty Consortium on Teaching Effectiveness, Michigan State University (July 1989)
- Served as Workshop Leader, York University School for Administrators, Curriculum

Approval Process (1989)

- Served as Speaker at York Centre for the Support of Teaching Workshop for Teaching Assistants, “Meeting the Class for the First Time” (September 1989)

PROFESSIONAL DEVELOPMENT

- Read, tabulate, and act on information from student evaluations
- Actively solicit students' comments on courses beyond formal evaluations
- Regularly attend and present at teaching seminars, workshops, and conferences
- Read and publish in the field of teaching and learning theory
- Do research on the effectiveness of different teaching methods in my classes
- Subscribe to, read regularly, and experiment with techniques from journals about teaching, e.g.: *The Teaching Professor* and *Online CI@ssroom*
- Spent part of my first sabbatical observing teaching at a case method business school
- Have served on and chaired both the Faculty and University level Curriculum Committees, served on the Advisory Board for the Centre for Support of Teaching, and the Senate Working Group on Teaching and Learning
- Served as participant at American Marketing Association Faculty Consortium on Marketing Research at Michigan State University, East Lansing (June 1989)

INSTRUCTIONAL MATERIALS DEVELOPED (See Publications and Professional Contributions)

COURSES TAUGHT AT OTHER INSTITUTIONS (* course created by me)

- ☐ Current Challenges to Organizations* (St. Francis Xavier University)
- ☐ Consumer Behaviour (Schulich School of Business)

TEACHING AWARDS

- ☐ Letter of Excellence in Teaching from School of Administrative Studies, 2013
- ☐ Award for Exemplary Online Learning Resources - Business, MERLOT (Multimedia Educational Resource for Learning and Online Teaching) Classics for "Introduction to Marketing Unit for Principles of Marketing": <http://www.yorku.ca/lripley/imsyllabus.htm>, August 2009
- ☐ Atkinson Alumni/ae Teaching Excellence Award, 1996

COURSE CURRICULUM DEVELOPMENT

- ☐ As Marketing Area Co-ordinator (1982-1992, 1993-1998) created, developed, ran on my own for fifteen years Atkinson's entire Marketing Area (See Courses Taught)
- ☐ Created web pages for two online courses and for three other courses regularly taught

PEDAGOGIC INNOVATION/DEVELOPMENT OF TECHNOLOGY-ENHANCED LEARNING

- ☐ Taught the first Internet courses in School of Administrative Studies Marketing, and School of Women's Studies (Now School of Gender, Sexuality and Women's Studies)
- ☐ Continue to keep up with innovations for online teaching through conferences, reading

SERVICE ON TEACHING COMMITTEES (See Service 1983-1994) PUBLICATIONS AND PROFESSIONAL CONTRIBUTIONS TO TEACHING

(See Publications)

SERVICE

SENATE AND SENATE COMMITTEES

- ☐ Member, Senate Executive Committee (1996-1998)
- ☐ Member, Board of Trustees, Nellie Langford Rowell Library (1996-2000)

- ☐ University Orator (1994-1997)
- ☐ Member, Internal Board for the Centre for Feminist Research (1993-1997)
- ☐ Chair of the University Senate (1991-1992)
- ☐ Member, Presidential Search Committee (1991-1992)
- ☐ Member, President's Policy Committee (1991-1992)
- ☐ Member, Senate Committee on Academic Policy and Planning (1991-1992)
- ☐ Member, Budget Planning Sub-Committee of Academic Policy and Planning (1991-1992)
- ☐ Vice Chair of the University Senate (1990-1991)
- ☐ Member, APPC Working Group on Part Time/Mature Students (1989-1990)
- ☐ Member, Joint Senate/Administration Working Group - Length of Term/Scheduling (1989-1990)
- ☐ Chair, Committee on Curriculum and Academic Standards (1988-1990)
- ☐ Member, APPC Working Group on Teaching and Learning (1988-1989)
- ☐ Vice Chair, Committee on Curriculum and Academic Standards (1987-88)
- ☐ Member, Committee on Curriculum and Academic Standards (1986-1990)
- ☐ Member, Committee on Curriculum Policy and Instruction (1985-1986)
- ☐ Member, Working Group for Committee on Curriculum Policy and Instruction (1985)
- ☐ Member, Sub-Committee for Curriculum Review (1983-1985)

FACULTY, SCHOOL, OR DEPARTMENTAL COUNCILS AND SUBCOMMITTEES

FACULTY OF LIBERAL AND PROFESSIONAL STUDIES

- Chair, York Faculty of Liberal and Professional Studies (2010-2011)
- Vice-Chair, York Faculty of Liberal and Professional Studies (2009-2010)
- Chair of Atkinson Council (Fall 2006)
- Chair of Atkinson Council (2005-2006)
- Speaker of Atkinson Council (2000-2004)
- Senator, Atkinson Council Representative on the University Senate (1995-1998)

- ☐ Senator, Atkinson Council Representative on the University Senate (1988-1991)

SCHOOL OF GENDER, SEXUALITY AND WOMEN'S STUDIES

- Member, Undergraduate Council of the School of Gender, Sexuality and Women's Studies (2009 – present)
- Member, Designated Voting Pool, Women's Studies (1998 – 2009)

SCHOOL & FACULTY LEVEL ACADEMIC AND ADMINISTRATIVE COMMITTEES

FACULTY OF LIBERAL AND PROFESSIONAL STUDIES

- Affirmative Action Representative, Search Committee for Tenure-Stream Appointment in Communication Studies (2004)
- Atkinson Faculty Tenure and Promotion Committee (1997-1998)
- Dean's Representative on Search Committee for the School of Social Work (1991)
- Chair, Dean's Committee on Stipends and Release Time (1991)
- Member, Tenure and Promotion Committee (1990-1992)
- Chair, Nominating Committee (1989-1992)
- Member, Nominating Committee (1988-1991)
- Member, Committee on Examinations and Academic Standards(1988-1990)
- Chair, Curriculum Committee (1985-1989)
- Member, Literacy Committee (1984-1985)
- Member, General Education Committee (1983)

SCHOOL OF ADMINISTRATIVE STUDIES

- Affirmative Action Representative and Member, Search Committee for 2 Tenure-Stream Appointments in Marketing Area (2006)
- Affirmative Action Representative and Member, Search Committee for 2 Tenure-Stream Appointments in Marketing Area, (2003)
- Marketing Area Co-ordinator (1982-1992, 1993-1998) ○ Created, developed, ran on my own for ten years Atkinson's entire Marketing Area
- Affirmative Action Representative and Member, Search Committee for Contractually Limited Appointment in ADMS (1997)
- Member, Committee on Restructuring Introduction to Administrative Studies (1996)
- Member, Search Committee for Full-Time Tenure Stream Appointment in ADMS (1994)
- Chair, Search Committee for Contractually Limited Appointment in Marketing (1992)
- Member, Committee on Space Allocation (1991)
- Member, Committee on Honours Options (1990-1991)
- Co-Chair, Committee on Merit Pay (1985)
- Member, Tenure & Promotion Committee (1982-1988, 1990-1997)
- Member, Committee for Introduction to Business Course (1984-1985)

SCHOOL OF GENDER, SEXUALITY AND WOMEN'S STUDIES

- Member, Designated Voting Pool (1998- present)
- Acting Co-Ordinator (1993-1994)
- Member, Search Committee for Permanent Secretarial Position (1993)

4. YORK UNIVERSITY FACULTY ASSOCIATION AND SUBCOMMITTEES

- Chair, YUFA Contract Review Subcommittee of YUFA Executive (2008-2009)
- Member, CAUT Defence Fund Board of Trustees, Representing York (2007- 2009)
- Member, CAUT Defence Fund Flying Picket Strike Support Team (2007- 2009)
- Member, CAUT Defence Fund Board of Trustees Investment Committee (2007-2008)

- ☐ Member, Bargaining Team, York University Faculty Association (2006-2007)
- ☐ Communications Officer, York University Faculty Association (2006-2010)
- ☐ Member, Grievance Committee, York University Faculty Association (2006-2009)
- ☐ Member, CAUT Defence Fund Flying Picket Strike Support Team (1998-2001)
- ☐ Member, CAUT Defence Fund Board of Trustees, representing York (1997-2001)
- ☐ Union Steward, York University Faculty Association (1997-2004)
- ☐ Atkinson Representative on York University Faculty Association Executive (1997-1998)
- ☐ Vice Chair for Organization, York University Faculty Association (1998)
- ☐ Picket Captain, Sentinel Road, York University Faculty Association Strike (March-May 1997)

JOINT YUFA/ADMINISTRATION COMMITTEES AND ACTIVITIES

- ☐ Member, YUFA Joint Health and Safety Committee (2007- 2009)

UNITS IN SUPPORT OF TEACHING

- ☐ Member, Search Committee for Director for Centre for the Support of Teaching (1993-1994)
- ☐ Chair, Search Committee for Academic Advisor, Centre for Support of Teaching (1991)
- ☐ Member, Advisory Board for York University Centre for the Support of Teaching (1989-1992)

ADMINISTRATIVE POSITIONS

- ☐ Marketing Area Co-Ordinator (1982-1992, 1993-1998)
- ☐ Acting Co-Ordinator Women's Studies Programme (1993-1994)

UNIVERSITY ADVISORY COMMITTEES AND TASK FORCES

- ☐ Member, Search Committee for Advisor to the University on the Status of Women (1997)
- ☐ Member, President's Advisory Committee on the Status of Women (1996-1997)
- ☐ Member, President's Academic Advisory Group (1991-1992)
- ☐ Member, President's Public Relations Advisory Committee (1991-1992)
- ☐ Member, York University Development Corporation Advisory Council (1991-1992)
- ☐ Member, Needs Survey Committee for York Region Project (1990)

SERVICE TO THE EXTERNAL COMMUNITY DEMONSTRABLY RELEVANT TO THE UNIVERSITY'S ACADEMIC PRIORITIES

- ☐ Chair, Development Sub-Committee, Board of Trustees, Shimer College (1994-1995)
- ☐ Member, Board of Trustees, Shimer College, Chicago, Illinois (1991-1996)
- ☐ Member, Development Committee, Shimer Board of Trustees (1991-1996)

PERSONAL INFORMATION

- Citizenship: Canadian
- Married, one grown son
- Hobbies/Interests: tap dancing, concert harp, reading and writing fiction, writing poetry, theatre, model trains, Sunday New York Times crossword puzzles
- Editor of *Horizons*, the print and online newsletter of First Unitarian Congregation of Toronto <http://www.firstunitariantoronto.org/horizons/> (2004-2010)
- Worship Leader, First Unitarian Congregation of Toronto (2001, 2002)

Updated: June 30, 2015