

PETER A. DACIN

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Queen's University
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EDUCATION

Ph.D. Faculty of Management, University of Toronto, 1989.

Major Field: Marketing
Internal Minor: Quantitative Methods
External Minor: Psychology

M.B.A., McGill University, Montreal, 1982.

B.A., McGill University, Montreal, 1979.

ACADEMIC EXPERIENCE

2001-present Professor, School of Business, Queen's University.
1998 – 2001 Ph.D. Coordinator, Department of Marketing, Texas A&M University.
1998 – 2000 Masters Program Coordinator, Department of Marketing, Texas A&M University.
1998 - 2001 Associate Professor, Department of Marketing, Texas A&M University.
1994 -1998 Assistant Professor, Department of Marketing, Texas A&M University.
1991 -1994 Assistant Professor, School of Business, University of Wisconsin - Madison.

1988 -1991 Visiting Assistant Professor, School of Business, University of Wisconsin - Madison (non-tenure track).
1987 -1988 Visiting Lecturer, York University, Toronto, Ontario, Canada.
1985 -1987 Instructor, University of Toronto, Toronto, Ontario, Canada.
1984 -1988 Teaching Assistant, various courses, University of Toronto, Ontario, Canada.

Courses Taught:

Capstone Strategic Simulation (MBA), Buyer Behavior Seminar (Ph.D.), Consumer Behavior (Ph.D., MSc /Undergraduate), Marketing Strategy (Ph.D., MSc), Doctoral Field Seminar (Ph.D.), Marketing Research (Graduate, Undergraduate, Executive Development), Consumer Research (Masters), Experimental and Survey Design in Marketing (Ph.D., MSc), Quantitative Research (Ph.D.), Introductory Statistics (Ph.D., MSc), Advanced Statistics (Ph.D., MSc), Multivariate Statistics (Ph.D., MSc), Marketing Models (Ph.D., MSc), Research Methods Seminar (Ph.D.), Research and Publishing in Marketing (Ph.D.), Research in Customer Modeling (AMBA), Introductory Statistics (MBA), Introductory Marketing (MBA/Undergraduate), Being a Futurist (EMBA), Branding and Brand Equity (EMBA), Listening to Customer Needs (EMBA, Executive Development).

PROFESSIONAL EXPERIENCE

1979-1981 Manager and Special Projects Marketing, Lyons Foods, Montreal, Canada.

AREAS OF RESEARCH INTEREST

Consumer/Managerial Judgment Formation
Corporate Identity and Associations (including Corporate Social Responsibility)
Memory and Knowledge
Brand Equity/Dilution
Research Method and Design

AREAS OF TEACHING INTEREST

Consumer Behavior
Marketing Research
Research Methods and Design
Marketing/Brand Management.

DISSERTATION TOPIC

"An Investigation of Alternative Models of Brand Evaluation Formation: The Effects of Labeling and Priming": Predictions of various models of brand evaluation formation are investigated. The models are the multi-attribute model, the categorization model, the Dual Mode model, the Continuum model and a model based on Kahneman and Miller's Norm Theory. Priming and labeling manipulations are used to test the predictions of the models. Strong support is found for the model of evaluation formation based on Norm Theory.

AWARDS AND HONORS

- International Research Fellow, Oxford University, Centre for Corporate Reputation, 2010-2014
- Kraft (formerly Nabisco Brands) Professor of Marketing, School of Business, Queen's University, 2005-2014
- Queen's School of Business Award for Research Excellence, 2007
- Thomson – Scientific Essential Science Indicators (Organization behind the Social Science Citation Index) recognized our 2006 JAMS publication, "Identity, intended image, construed image and reputation: An interdisciplinary framework and suggested terminology," as one of the most cited recent papers in the field of Economics & Business
- Sheth Foundation/*Journal of the Academy of Marketing Science* Best Paper Award, 2005.
- Frank Knox Teaching Excellence Award, Alma Mater Society of Queen's University, finalist, 2005.
- American Marketing Association Doctoral Consortium, Invited Faculty, 2002, 2004-2009, 2011-2012.
- Teaching Excellence Award, Queen's University, Nominee, 2002-2003.
- American Marketing Association Winter Educator's Conference. Best Paper Award in Technology, Innovation and Entrepreneurship in Marketing track, 1999.
- Association of Former Students of Texas A&M University Distinguished Teaching Award, 1998.

- Faculty Research Fellow, Mays College and Graduate School of Business, 1998.
- Center for Teaching Excellence Scholar Award, Texas A&M University, 1996.
- University of Wisconsin - Madison, Mabel Chipman Graduate Teaching Award, 1993.
- Graduate Business Student Association Teaching Award, 1993.
- McBurney Disability Center Outstanding Faculty Award, 1993.
- Outstanding Educator Award, Mu Kappa Tau Honorary Marketing Society, 1991-1992.
- University of Wisconsin - Madison Pan-Hellenic Association and Inter-fraternity Council Faculty Award for Teaching, 1991.
- Outstanding Educator Award, Mu Kappa Tau Honorary Marketing Society, 1989-1990.
- Faculty Representative - Albert Haring Symposium, 1990.
- Social Sciences and Humanities Research Council Doctoral Fellowship, 1985 -1987.
- Ontario Graduate Scholarship, 1987 - 1988.
- Alexander A. Kinghorn Fellowship, 1984-1985, 1988.
- Xerox Fellowship, 1984-1985.
- University of Toronto Open Doctoral Fellowship, 1983-1984.
- American Marketing Association Doctoral Consortium, 1986.

PUBLICATIONS

Publications:

Montgomery, A. Wren, Peter A. Dacin and M. Tina Dacin, (2012) "Collective Social Entrepreneurship: Collaboratively Shaping Social Good," *Journal of Business Ethics*.

Jones, T., Peter A. Dacin and Shirley F. Taylor (2011), "Relational Damage and Relationship Repair: A New Look at Transgressions in Service Relationships," *Journal of Services Research*.

Dacin, M. Tina, Peter A. Dacin, and Paul Tracey (2011) "Social Entrepreneurship: A Critique and Future Directions," *Organization Science*.

Brown Tom J., Peter A. Dacin and Leyland Pitt (2010), "Corporate Image And Reputation In B2B Markets," *Industrial Marketing Management*

Dacin, Peter A., M. Tina Dacin and Margaret Matear (2010) Social Entrepreneurship: Why We Don't Need a New Theory and How We Move Forward From Here. *Academy of Management Perspectives*.

Freling, Traci L. and Peter A. Dacin (2010), "When Consensus Counts: Exploring the Impact of Consensus Claims in Advertising," *Journal of Consumer Psychology*

Henard, David H. and Peter A. Dacin, (2010), "Reputation for Product Innovation: Its Impact on Consumers," *Journal of Product Innovation Management*.

Matear, Margaret and Peter A. Dacin (2010), "Marketing and Societal Welfare: a Multiple Stakeholder approach," *Journal of Business Research*

Murphy, William H., Peter A. Dacin, (2009) "Comparison of Attitudes Toward Sales Contests and Intentions to Pursue Sales Contest Goals," *Industrial Marketing Management*

Ashforth, Lawrence, Peter A. Dacin and Matthew Thomson (2009), "Why On Earth Do Consumers Have Relationships with Marketers? Toward Understanding the Functions of Brand Relationships," in *Handbook of Brand Relationships*, (eds., Deborah MacInnis, C.W. Park and Joseph Priester).

Dacin, M. Tina and Peter A. Dacin (2008), "Traditions as Institutionalized Practice: Implications for De-Institutionalization." In, *The SAGE Handbook of Organizational Institutionalism* (eds., R. Greenwood, C. Oliver, R. Suddaby and K. Sahlin-Andersson)

Spears, Nancy, Tom J. Brown and Peter A. Dacin (2007), "Assessing the Corporate Brand: The Unique Corporate Association Valence (UCAV) Approach," *Journal of Brand Management*

Dacin, Peter A. and Tom J. Brown (2006), "Corporate Branding, Identity and Customer Response" *Journal of the Academy of Marketing Science*.

Brown, Tom J., Peter A. Dacin, Michael G. Pratt, David A. Whetten (2006), "Identity, Image, and Reputation: An Interdisciplinary Framework and Suggested Terminology" *Journal of the Academy of Marketing Science*.

Sen, Arun and Peter A. Dacin (2005), "Current Trends in Web Data Analysis," *Communication of the ACM*.

Brown, Tom J., Tom E. Barry, Peter A. Dacin, and Richard F. Gunst (2005), "Spreading the Word: Investigating Antecedents of Consumers' Positive Word-of-Mouth Intentions and Behaviors in a Retailing Context," *Journal of the Academy of Marketing Science*. Awarded the Sheth Foundation Best Paper Award.

Murphy, William H., Peter A. Dacin and Neil M. Ford (2004), "Sales Contest Effectiveness: An Examination of Sales Contest Design Preferences of Field Sales Forces," *Journal of the Academy of Marketing Science*.

White, Chris J., P. Rajan Varadarajan and Peter A. Dacin (2003), "Market Situation Interpretation and Response: The Role of Cognitive Style, Organizational Culture and Information Use," *Journal of Marketing*.

Jones, Eli, Paul Busch and Peter A. Dacin, (2003), "The Role of Perceived Market Orientation on the Relationships Among the Customer Orientation and Job Attitudes of Salespeople." *Journal of Business Research*.

Dacin, Peter A. (2003), "Review of Foundations of Marketing Theory: Toward a General Theory of Marketing," *Journal of the Academy of Marketing Science*.

Dacin, Peter A. and Tom J. Brown (2002), "Corporate Identity and Corporate Associations: A Framework for Future Research," *Corporate Reputation Review*.

Oakenfull, Gillian, Edward Blair, Betsy D. Gelb and Peter A. Dacin, (2001), "A Process of Measuring Brand Meaning With Implications for Extension Decisions," *Journal of Advertising Research*.

Chaudhry, Peggy E. and Peter A. Dacin, (1997), "Strategic Planning in a Regulated Trade Block: A Study of the Pharmaceutical Industry in the European Union," *European Management Journal*.

Murphy, William H. and Peter A. Dacin (1997), "Sales Contests: A Research Agenda" *Journal of Personal Selling and Sales Management*.

Brown, Tom J. and Peter A. Dacin (1997), "The Company and the Products: Corporate Associations and Consumer Product Responses," *Journal of Marketing*.

Mitchell, Andrew A. and Peter A. Dacin (1996), "The Assessment of Alternative Measures of Consumer Expertise," *Journal of Consumer Research*.

Murry, John P. and Peter A. Dacin (1996), Cognitive Moderators of Negative Emotions: Implications for Understanding Media-Context Effects, *Journal of Consumer Research*.

Chaudhry, Peggy E., Peter A. Dacin and J. Paul Peter (1994), "An Exploratory Analysis of the Effects of the European Community Integration on the Pharmaceutical Industry," *European Management Journal*.

Dacin, Peter A. and Daniel C. Smith, (1994), "The Effects of Brand Portfolio Characteristics on Consumer Judgments of Brand Extensions," *Journal of Marketing Research*.

Manuscripts Under Review and in Progress

Please contact me directly for information about these manuscripts.

Conferences

Grant, Annetta and Peter A. Dacin (2014), "Co-Creating Value Through Balancing A Collaboration-Competition Duality," *Association for Consumer Research Conference*.

Grant, Anetta and Peter A. Dacin (2013), "The Yin and Yang of Co-creation," *Consumer Culture Theory Conference*.

Dacin, M. Tina, Peter A. Dacin and Derin Kent (2013), "Institutional Revival: Building on the Past to Make the Future," *European Group of Organizational Studies (EGOS)*.

Dacin, M. Tina, Peter A. Dacin and Derin Kent (2013), "The Dark Side of Social Entrepreneurship," *NYU Stern Conference on Social Entrepreneurship*.

Scholz, Joachim and Peter A. Dacin (2011), "One for All, All for One: How Collective Level Processes Shape Individual Behavior," *Society for Consumer Psychology*.

Davis, Svetlana and Peter A. Dacin (2011), "Customer Prioritization: Profit Enhancing or Threat Inducing?" *Association for Consumer Research*.

Davis, Svetlana and Peter A. Dacin (2011), "Brand Attachment and Its Consequences," *Association for Consumer Research*.

- Dacin, M.Tina, Peter A. Dacin, and Paul Tracey, (2010) "Social Entrepreneurship: A Critique and Future Directions," *Academy of Management*.
- Pyle, Martin, Peter A. Dacin, and Ethan Pancer, (2010), "Hopelessly Devoted: Word-of-Mouth and Diagnosticity in a Stable Preference Context," *Association for Consumer Research*.
- Scholz, Joachim and Peter A. Dacin, (2010), "One for All, All for One: How Collective-Level Processes Shape Individual Behavior," *Society for Consumer Psychology*.
- Xiao, Na, Laurence Ashworth and Peter A. Dacin (2009), "How Trivial Attributes Become Important: The Roles of Anxiety and Self-Confidence" *Society for Marketing Advances*.
- Xiao, Na, Peter A. Dacin and Laurence Ashworth (2009), "Conditions Under Which "Trivial" Attributes Become Important in Consumer Judgment" *Association for Consumer Research*.
- Dacin, Peter A., Laurence Ashworth and Matthew Thomson (2007), "Attachment as a Brand Building Block: Do Strong Relationships Matter?" *Advertising and Consumer Psychology Conference*, Santa Monica, California.
- Dacin, M. Tina and Peter A. Dacin (2007), "After the Fall: The Re-invention and Extinction of Organizational Traditions," *Organization Science Winter Conference*.
- Dacin, M.T. and Dacin, P. A. (2007), "Extinguishing Institutions: A Case Study of Traditions as Institutionalized Practice," *Academy of Management Annual Meeting*, Philadelphia, Pennsylvania.
- Dacin, M. Tina, Peter A. Dacin, and Margaret Matear (2007), "The Role of Creative Entrepreneurs as Agents of Social Change," *Administrative Sciences Association of Canada*, Ottawa, Ontario.
- Dacin, M.Tina, Peter A. Dacin, and Margaret Matear (2007), "Understanding Social Entrepreneurship: Forms, Roles and Resources," *Strategic Management Society Conference*, Catania, Italy.
- Dacin, M.Tina, Peter A. Dacin, and Margaret Matear (2007), "Understanding Social Entrepreneurship: The Intersection of Cultural, Social, and Institutional Resources," *European Group of Organization Studies (EGOS) Annual Meeting*, Vienna, Austria.
- Dacin, Peter A. (2007) "The Psychology of Bonding with Brands: The Who, What and Why," *Society for Consumer Psychology Conference*, Las Vegas, Nevada.
- Thomson, Matthew, Laurence Ashworth and Peter A. Dacin (2007), "I Like You So You Must Be Good: Exploring Two Measures of Relationship Strength as Indicators of Brand Equity and as Predictors of CSR," *Academy of Marketing Science Annual Conference*, Coral Gables, Florida.
- Harhay, Anna-Marie and Peter A. Dacin (2004), "An Investigation of the Simultaneous Impact of Perceived Service Quality and Perceived Product Quality" *Proceedings of the American Marketing Association Summer Educators' Conference*, Chicago, IL: American Marketing Association.

LaBarge, Monica and Peter A. Dacin (2003), "A Motivational Framework for Self-Directed Hedonic Consumption," *Advances in Consumer Research*, Provo, UT: Association for Consumer Research.

Dacin, Peter A. and Tom J. Brown (2002), "Corporate Identity and Corporate Associations: The Past, Present and Future," *Corporate Reputation Conference Proceedings*, Erasmus University: Corporate Reputation Institute.

Dacin, Peter A. and Andrew A. Mitchell (2002), "A Model of Brand Evaluation Formation with Memory Based Context Effects." *Advances in Consumer Research*, Provo, UT: Association for Consumer Research.

Haigood, Traci L. and Peter A. Dacin (1999), "The Impact of Involvement and Message Elements on the Persuasiveness of Popularity Claims in Advertising." *Proceedings of the American Marketing Association Winter Educators' Conference*, Chicago, IL: American Marketing Association.

Henard, David H. and Peter A. Dacin (1999), "New Product Diffusion in an Ambiguous Information Environment," *Proceedings of the American Marketing Association Winter Educators' Conference*, Chicago, IL: American Marketing Association. Best Paper Award in Technology, Innovation and Entrepreneurship in Marketing track.

Henard, David and Peter A. Dacin (1999), "Countervailing Messages: The Impact of Negative Appeals and Firm Refutations on Consumer's Product Judgments," *Proceedings of the American Marketing Association Winter Educators' Conference*, Chicago, IL: American Marketing Association.

Scamardo, Sandra and Peter A. Dacin (1998), "Consequences of Attribution and Price on Service Recovery Expectations: A Customer's and Employees Point Of View." *Proceedings of the Society for Services Marketing*, Nashville, TN: Society for Services Marketing.

Davidow, Moshe and Peter A. Dacin (1996), "Understanding and Encouraging Consumer Complaint Behavior: Improving Organizational Complaint Management," *Advances in Consumer Research*, Provo, UT: Association for Consumer Research.

Murphy, William H, Peter A. Dacin and Neil M. Ford (1996), "Sales Contests: Identifying a Framework for Future Research," *Proceedings of the American Marketing Association Winter Educators' Conference*, Chicago, IL: American Marketing Association.

Dacin, Peter A., (1994), "Investigating the Effects of Symbolism in Advertisements: A Framework Based on the Processing of Metaphors" *Proceedings of the American Marketing Association Winter Educators' Conference*, Chicago, IL: American Marketing Association.

Murry, John P. and Peter A. Dacin, (1994), "An Investigation into the Relationship Between Program Elicited Feeling States, Program Liking and Advertising Effectiveness," *Proceedings of the American Marketing Association Winter Educators' Conference*, Chicago, IL: American Marketing Association.

Dacin, Peter A. and Daniel C. Smith, (1992), "The Effects of Adding Products to a Brand on Consumers' Evaluations of New Brand Extensions," *Advances in Consumer Research*, Provo, UT: Association for Consumer Research.

Haberland, Gabrielle S., and Peter A. Dacin, (1991), "The Development of a Measure to Assess Viewers' Judgments of the Creativity of an Advertisement: A Preliminary Study," *Advances in Consumer Research*, Provo, UT: Association for Consumer Research.

Wadsworth, Frank H., and Peter A. Dacin (1991), "Perceived Food Product Value Judgments: A Measurement Approach," *Proceedings of the American Marketing Association Summer Educators' Conference*, Chicago, IL: American Marketing Association.

Peter, J. Paul, and Peter A. Dacin, (1990), "Measurement Scales, Permissible Statistics, and Marketing Research," *Proceedings of the American Marketing Association Winter Educators' Conference*, Chicago, IL: American Marketing Association.

Dacin, Peter A. and Andrew A. Mitchell (1986), "The Measurement of Declarative Knowledge," in *Advances in Consumer Research*, Vol. 13, ed. R.J. Lutz, Ann Arbor, MI: Association for Consumer Research, 454-459.

Bozinoff, Lorne and Peter A. Dacin (1985), "Very Long Memory for Television Advertisements," in *Marketing Communications - Theory and Research*, Chicago, IL: American Marketing Association, 182-186.

Book Chapters

James H. Leigh and Peter A. Dacin (forthcoming), "The Marketing Concept in Published Academic Research: Has Anything Changed?" in Joel Saegert and Geraldine Fennel (eds), *The Marketing Concept*, Beverly Hills, CA: Sage Publications.

Chaudhry, Peggy E., Peter A. Dacin and J. Paul Peter (1997), "An Exploratory Analysis of the Effects of the European Community Integration on the Pharmaceutical Industry," reprinted from *European Management Journal*., in a volume of International Readings on Economic Integration, Miroslav N. Jovanovic (ed.), European Institute, University of Geneva: Geneva, Switzerland.

Monographs

Dacin, Peter. A. (1995), "A Survey of the Perceptions and Motives of Credit Union Members and Non-members," *Filene Research Institute: Center for Credit Union Research*, Madison WI: Filene Research Institute.

PRESENTATIONS AND PANELS

Presentations

Scholz, Joachim and Peter A. Dacin (2011), "One for All, All for One: How Collective Level Processes Shape Individual Behavior," *Society for Consumer Psychology*.

Davis, Svetlana and Peter A. Dacin (2011), "Customer Prioritization: Profit Enhancing or Threat Inducing?" *Association for Consumer Research*.

Davis, Svetlana and Peter A. Dacin (2011), "Brand Attachment and Its Consequences," *Association for Consumer Research*.

Dacin, Peter A. (2009), "Effective Classroom Management," AMA/Sheth Foundation Doctoral Consortium, Georgia State University

Dacin, M. Tina, Peter A. Dacin, and Paul Tracey (2009), "The Promise of Social Entrepreneurship," Presented at Boconi University

Dacin, Peter A. (2008), "Bridging Research Perspectives: Branding & Brand Equity," AMA/Sheth Foundation Doctoral Consortium, University of Missouri

Dacin, Peter A. (2008), "Building Teaching Effectiveness: Creatively Using Teaching Technologies," AMA/Sheth Foundation Doctoral Consortium, University of Missouri

Dacin, M. Tina and Peter A. Dacin (2008), "Traditions as Institutionalized Practice: Implications for De-Institutionalization," Presented at University of California - Berkely.

Dacin, M.T. and Dacin, P. A. (2008) "Traditions as Institutionalized Practice." Research seminar at Judge Business School, University of Cambridge

Dacin, M. Tina and Peter A. Dacin (2008), "Traditions as Institutionalized Practice: Implications for De-Institutionalization," Presented at University of Minnesota.

Dacin, Peter A. (2007) "The Feasibility and Limitations of Managing Stakeholders," *The Stakeholder Marketing Consortium*, The Aspen Institute Business and Society Program, Aspen, Colorado.

Dacin, M. Tina and Peter A. Dacin (2007), "Traditions as Institutionalized Practice: Implications for De-Institutionalization," Presented at McGill University.

Dacin, M. Tina and Peter A. Dacin (2007), "Traditions as Institutionalized Practice: Implications for De-Institutionalization," Presented at Syracuse University.

Dacin, M. Tina and Peter A. Dacin (2007), "Traditions as Institutionalized Practice: Implications for De-Institutionalization," Presented at IESE, Spain.

Ashworth, Laurence, Matthew Thomson and Peter A. Dacin (2007), "Attached Consumers: Assessing Relationship Strength as an Indicator of Brand Equity," *International Workshop on Attachment Research in Marketing*, Innsbruck, Austria.

Brown, Tom J. and Peter A. Dacin (2006) "Corporate Identity and Associations: Where does CSR Fit Into the Picture" *Corporate Identity/Associations Research Group Conference*.

Dacin, Peter A. (2006) "Macro-Consumer Behaviour: Insights from Sociology" AMA/Sheth Foundation Doctoral Consortium, University of Maryland

Dacin, Peter A., David H. Whetten, Tom J. Brown and Michael A. Pratt (2005), "Identity, Image and Reputation: An Interdisciplinary Framework and Suggested Terminology" *Academy of Marketing Science Annual Conference*, Miami, FL: Academy of Marketing Science.

Dacin, Peter A. and Tom J. Brown (2005), "Corporate Identity and Associations: What we Know so Far?" *Brand Architecture and Corporate Reputation*, Marketing Science Institute, Charleston, South Carolina.

Dacin, Peter A. and Tom J. Brown (2004), "The Influence of Company Reputation on Salesperson Self-efficacy and Sales Call Anxiety: When Does Reputation Matter Most?" *Corporate Identity/Associations Research Group Conference*, Los Angeles, California.

Dacin, Peter A. and Tom J. Brown (2003), "Corporate Identification as an Antecedent of Positive Word-of-Mouth Intentions and Behaviors." *Corporate Identity/Associations Research Group Conference*, Kingston, Ontario.

Dacin, Peter A. and Tom J. Brown (2002), "Corporate Identity and Corporate Associations: A Framework for Future Research," *American Marketing Association Summer Educators' Conference*, Chicago, IL: American Marketing Association.

Dacin, Peter A. and Tom J. Brown (1997), "Corporate Associations and Consumer Product Responses: The Role of Product Category Involvement," *Texas Marketing Collegium*, Southern Methodist University, Dallas, Texas.

Dacin, Peter A. (1996), "What Motivates People to Choose a Financial Institution?" *Texas Credit Union League Marketing Conference*, San Antonio, Texas.

Dacin Peter A. (1996), "Marketing for Non-Marketers," *Credit Union Executives Society Executive Operations Institute*, Squaw Creek, California.

Dacin, Peter A. (1996), "Marketing Credit Union Services: The Role of Perceived Value," *Credit Union Executives Society Annual Convention*, Atlanta, Georgia.

Brown, Tom J. and Peter A. Dacin (1996), "The Company and the Products: Corporate Associations and Consumer Product Responses," *Corporate Reputation, Image and Competitiveness Conference*, Leonard N. Stern School of Business, New York University.

Chaudhry, Peggy E. and Peter A. Dacin (1995), "The Impact of European Integration on the Pharmaceutical Industry: A Longitudinal Analysis," *Academy of International Business*, Seoul, South Korea.

Dacin, Peter A. (1995), "A Survey of the Perceptions and Motives of Credit Union Members and Non-members," *Credit Union National Society Annual Convention*, St. Petersburg, Florida.

Mitchell, Andrew A. and Peter A. Dacin (1993), "Experts and Novices: Differences in the Content and Structure of Knowledge for Motorcycles," *American Psychological Association Annual Meetings*.

Dacin, Peter A. (1990), "Brand Equity: An Appraisal of Current Research and Prospects for the Future," *1990 American Marketing Association Winter Educators' Conference*, Scottsdale, Arizona.

Dacin, Peter A. (1990), "The Effects of Metaphor in Advertising: A Categorization Approach," *Association for Consumer Research Conference*, New Orleans.

Dacin, Peter A. and Daniel C. Smith (1990), "Brand Dilution: Prospects and Propositions," *Marketing Science Institute*, Austin, Texas.

Dacin, Peter A. (1989), "Testing Models of Brand Evaluation Formation," *Marketing and Psychology Conference*, Toronto, Canada: Leo Burnette.

Dacin, Peter A. (1988), "An Investigation of Models of Brand Evaluation Formation," *University of Toronto - McGill University Marketing Symposium*, Toronto, Canada.

Dacin, Peter A. (1987), "Doing Research: How and Why," *University of Toronto Career Symposium*, Toronto, Canada.

Dacin, Peter A. (1986), "Choosing a Stream of Research," invited talk at Queen's University, Kingston, Canada.

Dacin, Peter A. (1985), "Marketing Public Health?" *Metropolitan Toronto Board of Public Health*, Toronto, Canada.

Session Chair and Discussant

Session Co-Chair with Tom J. Brown (2005), "Corporate Branding, Identity and Customer Response" at *Academy of Marketing Science Annual Conference*, Miami, FL: Academy of Marketing Science.

Session Co-Chair with Tom J. Brown (2002), "Corporate Identity and Associations" at *American Marketing Association Summer Educators' Conference*, Chicago, IL: American Marketing Association.

Discussant (2000), "Teaching and researching Electronic Consumer Behavior: Techniques and Strategies," at *American Marketing Association Winter Educators' Conference*, Chicago, IL: American Marketing Association.

Session Chair, (1996), "Mechanical and Executional Factors in Advertising," at *American Marketing Association Winter Educators' Conference*, Chicago, IL: American Marketing Association.

Session Co-Chair with Daniel C. Smith, (1990) "Emerging Perspectives and Issues in the Study of Brand Equity," at *American Marketing Association Winter Educators' Conference*, Chicago, IL: American Marketing Association.

Session Co-Chair with Jaqueline C. Hitchon, (1989), "To Be or What to Be: Theoretical and Methodological Approaches to the Study of Metaphor in Advertising and Promotion," at *Association for Consumer Research*, Provo, UT: Association for Consumer Research.

Discussant, (1992), "Emerging Issues in Consumer Behavior," at *American Marketing Association Winter Educators' Conference*, San Antonio: American Marketing Association.

Discussant, (1990), "Emerging Perspectives and Issues in the Study of Brand Equity," at *American Marketing Association Winter Educators' Conference*, Chicago, IL: American Marketing Association.

Discussant, (1990), Panel member - "The Review Process," at *The Haring Symposium* - Indiana University, Bloomington, Indiana.

Discussant, (1989), "To Be or What to Be: Theoretical and Methodological Approaches to the Study of Metaphor in Advertising and Promotion," at *Association for Consumer Research*, Provo, UT: Association for Consumer Research.

Panels

Academic Council: Special Session on Doctoral Education, *American Marketing Association Summer Educators' Conference*, 2003, 2004, 2005, 2006.

Joint AMA – Ph.D. Project Doctoral Student Career Panel, *American Marketing Association Summer Educators' Conference*, 2005, 2006.

Wither Consumer Behavior? *American Marketing Association Summer Educators' Conference*, 2002.

Teaching e-commerce in Consumer Behavior, *Association for Consumer Research Annual Conference*, 1999.

Brand Equity, Past Present and Future, *American Marketing Association Summer Educators' Conference*, 1999.

Using the Internet to Teach Consumer Behavior, *American Marketing Association Summer Educators' Conference*, 1999.

Using the Internet to Teach Consumer Behavior, *Academy of Marketing Science Annual Conference*, 1999.

GRANTS AWARDED

Research

Social Sciences and Humanities Research Council of Canada research grant, "Incubating Social Innovation," 2010-2012.

Social Sciences and Humanities Research Council of Canada research grant, "Towards an Understanding of Resource Dynamics in Social Entrepreneurship," 2008-2009.

Social Sciences and Humanities Research Council of Canada research grant, Principal Investigator, "The Interdependency of Corporate Identity and Corporate Associations in Corporate Branding: Processes and Outcomes," 2006-2009.

D.I. McLeod Research Assistant Grant, School of Business, Queen's University, 2001, 2004.

"A Content Analysis of the Application of the Marketing Concept in Advertising," (with James H. Leigh), Faculty Mini-Grant Program, Texas A&M University, 1997.

“An Investigation into the Relationship Between Program Elicited Feeling States, Program Liking and Advertising Effectiveness,” (with John P. Murry) from the National Association of Broadcasters, 1993-1994.

“A Survey of the Perceptions and Motives of Credit Union Members and Non-members,” from Filene Research Institute, Inc., a nonprofit corporation organized to conduct scientific research and educational programs of current and future interest and value to the credit union movement and to the general public, 1991-1995.

Teaching and Instructional

Instructional/Teaching Grant from the College and Graduate School of Business Administration, Texas A&M University, 1997.

Instructional/Teaching Grant from the College and Graduate School of Business Administration, Texas A&M University, 1996.

Computer Innovation Proposal, Office of the Associate Provost for Computing and Information Systems, Texas A&M University, 1995.

Research Conferences

Associate Dean for Research/Research Committee, Queen’s University, Grant supporting the 2003 Corporate Identity/Associations Research Group Conference.

STUDENT COMMITTEES

Doctoral Dissertation Committees

Queen’s University

Supervisory

Supervisor, Sarah Clemente, Marketing (current), Supervisor, Kimberley Mosher (current), Supervisor, Svetlana Davis, Marketing (current), Co-Supervisor, Margaret Matear, Marketing (degree granted 2014), Supervisor, Martin Pyle, Marketing (degree granted 2013), Supervisor, Garth Harris, Marketing (degree granted 2011), Co-Supervisor, Xiao Na, Marketing (degree granted 2010).

Committee Member

Joachim Scholz, Marketing (degree granted 2014), Ethan Pancer, Marketing (degree granted 2013), Terrance Beckman, Marketing (degree granted 2012), Lindsay McShane, Marketing (degree granted 2011), Tiebing Shi, Marketing (degree granted 2010), Yannik St. James, Marketing (degree granted 2007).

Texas A&M University:

Supervisory

Co-Supervisor, External, Mindy Ji, Marketing (degree granted 2002), Supervisor, Traci Haigood, Marketing (degree granted 2001), Co-Supervisor, David Henard, Marketing (degree granted 2000).

Committee Member

Pranjal Gupta, Marketing (degree granted 2000), Moshe Davidow, Marketing (degree granted 1998), J. Chris White, Marketing (degree granted 1998), Donna Katak, Marketing (degree granted 1998), Eli Jones, Marketing (degree granted 1997), Lisa S. Troy, Marketing (degree granted 1997).

Graduate Committee Representative,

Sean Ottinger, Agriculture and Life Science (degree granted 2001), Kevin A. Kurtz, Chemistry (degree granted 1998), Benjamin Morpurgo, Agriculture and Life Science (degree granted 1996).

University of Wisconsin-Madison:

Supervisory

William H. Murphy, (degree granted 1995), Co-Supervisor, Peggy Pertsch-Chaudhry, (degree granted 1992).

Committee Member

Frank H. Wadsworth, (degree granted 1995), Maria Pappas-Heidi, (degree granted 1994), Tom Brown, (degree granted 1993), Erika Matulich, (degree granted 1993), Gabriel S. Haberland, (degree granted 1992), Ravipreet Sohi, (degree granted 1991), Jacqueline C. Hitchon, (degree granted 1990), Yong Hyun, (degree granted 1989).

Other Universities

External Member,

Gillian Oakenfield, Marketing, University of Houston (degree granted 1998).

Masters Students Committees.

Queen's University

Supervisory

Supervisor, Bryan Galiffi, MSc Marketing (degree granted 2014), Supervisor, Kimberley Mosher, MSc Marketing (degree granted 2013), Supervisor, Annetta Grant, MSc Marketing (degree granted 2012), Supervisor, Hana Irfan, MSc Marketing (degree granted 2011), Supervisor, Svetlana Davis, MSc Marketing (degree granted 2009), Supervisor, Gail Casey, MSc Marketing (degree granted 2007), Supervisor, Roy George, MSc Marketing (degree granted 2005), Project Supervisor, Rama Krishnamurthy, MBA (degree granted 2005), Project Supervisor, Fraser Schad, MBA (degree granted 2004), Project Supervisor, Gurminder Kahsriya, MBA (degree granted 2004), Supervisor, Anna-Marie Harhay, MSc Marketing (degree granted 2003), Supervisor, Monica LaBarge, MSc Marketing (degree granted 2002).

Texas A&M University

Supervisory

Supervisor, Amy Clendenning, MSc Marketing (degree granted 1998), Supervisor, Gloria Coll, MSc Marketing (degree granted 1998), Supervisor, Amanda Craft, MSc Marketing (degree

granted 1998), Supervisor, Ben Fortner, MSc Marketing (degree granted 1998), Supervisor, Jessica Graydon, MSc Marketing (degree granted 1998), Supervisor, Victoria Kohler, MSc Marketing (degree granted 1998).

Committee Member

Sally Yang, MA in Recreation, Parks and Tourism Sciences (degree granted 1998), Amy Chapman, MSc Marketing (degree granted 1997), Julianne Wang, MSc Marketing (degree granted 1997), Alexandra Gamma-Guzman, MSc College of Agricultural and Life Science (degree granted 1996), Tim Heinz, MSc Marketing (degree granted 1996), Andrew Gvidas, MSc Marketing (degree granted 1996), Cheryl Jarvis, MSc Marketing (degree granted 1995).

PROFESSIONAL SERVICE

Professional Offices

Immediate Past President Academic Division, American Marketing Association, 2009.

President Academic Division, American Marketing Association, 2008.

President-Elect Academic Division, American Marketing Association, 2007.

President-Elect-Designate Academic Division, American Marketing Association, 2006.

Academic Council Member, American Marketing Association, 2003-2007

- Doctoral Student Initiative, Chair, 2003-2007
- Marketing Educator On-line contributor, 2005-2007
- Council liaison for Technology and Innovation SIG 2003-2007

Chair, American Marketing Association, Consumer Behavior SIG, 2002 - 2006.

Co-founder and Co-Chair of the Corporate Identity/Associations Research Group, 2001-2009.

Vice-President for Education, American Marketing Association, Consumer Behavior SIG, 2001-2002.

Coordinator for Electronic Consumer Behavior, American Marketing Association, Consumer Behavior SIG, 1999-2000.

External Boards

Member-at-Large, Providence Continuing Care Center, Foundation Board, 2008-2010.

Vice Chair - Providence Continuing Care Center, Foundation Board, 2006-2007.

Board of Directors – Kingston Hospitals Joint Advancement Foundation, 2005-2007

Kingston Hospitals Joint Advancement Foundation, Executive Committee, 2005-2007

Kingston Hospitals Joint Advancement Foundation, Chair, Communications Committee, 2005-2007.

Providence Continuing Care Center, Chair, Fundraising and Donor Recognition Committee, Kingston, Ontario, 2005-2007

Providence Continuing Care Center, Foundation Board Member, Kingston, Ontario, 2003-2007.

Providence Continuing Care Center, Chair, Fundraising and Donor Recognition Initiative, 2003.

The Reservoir Project/FISH, Advisory Board, Toronto, Ontario, 2003-2006.

Conference Development

Corporate Identity/Associations Research Group: (with Tom Brown). Conferences 2002-2014. The inaugural conference of the CI/ARG took place in April, 2002.

Community of Social Innovation (COSI) Conference – Web Site Development and Maintenance, 2014.

Conference Program and Track Chairs

Conference Program Committee, (2009) Association for Consumer Research

Conference/Program Co-Chair, (2008) with Steven Brown, Academy of Marketing Science Annual Conference.

Consumer Behavior Track Chair (2004), American Marketing Association, Summer Educators' Conference.

Consumer Behavior Track Chair (2001), American Marketing Association, Summer Educators' Conference.

Program Co-Chair, (1998) with P. Rajan Varadarajan, Academy of Marketing Science Annual Conference.

Marketing Communications Track Co-Chair, (1998) with John Ford, Multicultural Marketing Conference, Academy of Marketing Science.

Reviewing - Editorial

Journal of the Academy of Marketing Science, Co-Editor of Special Issue on Corporate Branding, Identity, and Customer Response (2006).

Reviewing - Editorial Review Boards

Journal of Current Issues and Research in Advertising 2002-2008, *Journal of the Academy of Marketing Science* 2000-2012, *Journal of Marketing* 1999-2002.

Reviewing - Journals

California Management Review, Corporate Reputation Review, Industrial Marketing Management, International Journal for Research in Marketing, Journal of the Academy of Marketing Science, Journal of Business Research, Journal of Consumer Psychology, Journal of Consumer Research, Journal of Current Issues and Research in Advertising, Journal of Marketing, Journal of Marketing Research, Journal of Personal Selling and Sales Management, Marketing Letters.

Reviewing - Conferences

Academy of Marketing Science Conference, American Marketing Association Educators' Conference (Summer and Winter), Association for Consumer Research Conference, Society for Consumer Psychology Conference.

Reviewing - Dissertation Competitions

American Marketing Association Dissertation Competition, Marketing Science Institute Dissertation Competition

Reviewing - External Grant Agencies

Social Sciences and Humanities Research Council, Reviewer of Faculty Grants, 2002-2014.

Social Sciences and Humanities Research Council, Chair of Division, Doctoral Awards Adjudication Committee, 2006 -2007.

Social Sciences and Humanities Research Council, Doctoral Awards Adjudication Committee, 2004-2007.

School/Departmental Committees

Academic Integrity Panel, 2013-2014.

Executive DBA Committee, 2014

Renewal, Tenure and Promotion Committee. School of Business, Queen's University, 2001-2002 (Chair), 2002-2003, 2014 (Member).

Library Committee, 2013-2014.

Research Award Committee 2012-2014.

MSc PhD Graduate Committee, 2010-2013.

QMBA Curriculum Committee, Chair, 2007-2008.

MBAst Curriculum Committee, 2005-2006.

Ad-hoc MBAst Committee, 2004-2005.

Hiring Committee, Queen's University, elected 2003-2004.

PhD and Masters Committee. School of Business, Queen's University, 2001-2004.

Executive Development Centre Oversight Committee. School of Business, Queen's University, 2001-2003.

ICBC Case Competition – Judge, School of Business, Queen's University, 2002-2008.

QMAC Challenge – Judge, School of Business, Queen's University, 2002-2007.

QEC Business Plan Competition – Judge, School of Business, Queen's University, 2005-2006.

Ph.D. Program Coordinator/Advisor, Department of Marketing, Texas A&M University, 1998-2000.

Ph.D. GIC, Mays College and Graduate School of Business, Texas A&M University, 2000.

Lowry Mays College of Business MBA Curriculum Committee, Texas A&M University, 2000.

Center for Executive Development, Faculty Advisory Board, Texas A&M University, 1999-2000.

Masters Program Coordinator/Advisor, Department of Marketing, Texas A&M University, 1998-2000.

Masters Programs Task Force, Mays College and Graduate School of Business, Texas A&M University, 1998.

Graduate Curriculum Committee, Marketing Department, Texas A&M University, 1996-2000.

American Marketing Association, Texas A&M Chapter, co-advisor, College of Business Administration, Texas A&M University, 1994-2000.

Committee to Review Center for the Management of Information Systems, Mays College and Graduate School of Business, Texas A&M University, 1998.

A.C. Nielsen Center for Marketing Research, Faculty Advisory Board, University of Wisconsin-Madison, 1990-94.

School of Business Computer Committee, University of Wisconsin-Madison, 1990-1994.

Department of Marketing - Preliminary Examination Committee, Graduate School of Business, University of Wisconsin-Madison, 1990-1994.

Department of Marketing - Use of Student Subject Guidelines and Subject Pool Committee, Graduate School of Business, University of Wisconsin-Madison, 1989-1994.

School of Business Building Committee, University of Wisconsin-Madison, 1990-1993.

School of Business Affirmative Action Committee, University of Wisconsin-Madison, 1990.

A.C. Nielsen Center for Marketing Research, Committee to Plan for the Implementation of the A.C. Nielsen Center Proposal, 1989.

University Level Committees/Positions

QUFA Executive, Member at Large, 2010-2012.

Past President, QUFA, Queen's University, 2010.

President, QUFA, Queen's University, 2007-2009.

Senator, Queen's University, 2007-2009.

Principal Search Committee – Queen's University 2008-2009.

Principal Review Committee – Queen's University 2008.

Vice President, QUFA, Queen's University, 2006-2007.

Joint Committee to Administer the Collective Agreement (JCAA), 2005-2009.

Chair, Division V, School of Graduate Studies and Research, Queen's University, 2004-2007.

Advisory Research Committee, Subdivision V, School of Graduate Studies and Research, Queen's University, 2004-2007.

Steering Committee, School of Graduate Studies and Research, Queen's University, 2004-2007.

Council, School of Graduate Studies and Research, Queen's University, 2004-2007.

Vice Chair, General Research Ethics Board, Queens University, 2006-2007.

General Research Ethics Board, Queens University, 2002-2007.

Ethics reviewer for Psychology Expedited reviews, 2003-2007.

Ad-hoc Committee on Graduate Student Funding, School of Graduate Studies, Queen's University, 2005.

QUFA Chair of Council, 2005-2006.

QUFA Council Representative, Queen's University, 2001-2006.

QUFA Collective Agreement Normative Issues Committee, 2004-2005.

Selection of Major Entrance Scholarships, Queen's University, Reviewer, 2003, 2005.

Texas A&M, President's Research Ethics Committee, 1999-2000.

Lowry Mays College and Graduate School of Business Representative, University Level Awards Committees for Teaching, Research, Administration and Service, 1998-2000.

Former Student Association, Awards Selection Committee (Service, Teaching and Research Committees), Texas A&M University 1999, 2000.

Executive Development Instruction

Queen's Executive Development Center, Queen's University, 2003-2004.

Executive MBA Program, Mays College and Graduate School of Business, Texas A&M University, 1999-2000.

Center for Executive Development, Mays College and Graduate School of Business, Texas A&M University, 1998-2000.

Executive Program, Management Institute, School of Business, University of Wisconsin, Madison WI, 1990-1994.

Executive Program, Department of Marketing, School of Business, University of Wisconsin, Madison WI, 1991-1994.

Menasha Corporation, Executive Development, Department of Marketing, University of Wisconsin, Madison WI, 1991-1993.

Executive Program, Health Administration, University of Toronto, Toronto, Ontario, CANADA, 1990.

ASSOCIATIONS

Academy of Marketing Science, American Marketing Association, American Psychological Association, Association for Consumer Research, Society for Consumer Psychology.