

Debra Z. Basil

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EDUCATION

Ph.D. (Marketing), University of Colorado (2002), Boulder, Colorado.
Dissertation: *Cause-related marketing and consumer attitudes.*

B.A. (Business Administration), University of Washington (1988), Seattle, Washington.
Concentration: *Marketing.*

PROFESSIONAL EXPERIENCE

Professor of Marketing, University of Lethbridge
July 1, 2012 to present

Associate Professor of Marketing, University of Lethbridge
July 1, 2006 to June 30, 2012

Assistant Professor of Marketing, University of Lethbridge
July 1, 2002 to June 30, 2006

Lecturer of Marketing, University of Lethbridge
July 1, 2000 to June 30, 2002

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

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

RESEARCH

Journal Publications (Peer Reviewed)

*Denotes student co-author

28. Soboleva, A. *, Burton, S., Daellenbach, K., & Basil, D. Z. (2017, forthcoming). Tweets for tots: Using twitter to promote a charity and its supporters. *Journal of Consumer Marketing*.
27. Wehbe, M.*, Basil, M. D., & Basil, D. Z. (2017). Reactance and coping responses to anti-tobacco messages. *Journal of Health Communication, 22*(7), 576-583.
26. Burton, S., Soboleva, A*., Daellenbach, K., Basil, D., Beckman, T., Deshpande, S. (2017). Helping Those Who Help Us: Co-branded and Co-Created Twitter Promotion in Corporate Giving. *Journal of Brand Management, 24*(4), 322-333.
25. Wiebe, J. S.* , Basil, D. Z., & Runte, M. (2016 online). Psychological Distance and Perceived Consumer Effectiveness in a Cause-related Marketing Context. *International Review on Public and Nonprofit Marketing, 14*(2), 197-215. doi:10.1007/s12208-016-0170-y
24. Awagu, C.* , Basil, D. Z. (2016). Fear appeals: The influence of threat orientations. *Journal of Social Marketing, 6*(4).
23. Basil, M. D., Basil, D. Z., Lavack, A., & Deshpande, S. A. (2013). Applying the Extended Parallel Process Model to workplace safety messages. *Health Communication, 28*(1), 29-39.
22. Chen, S*., Deshpande, S., & Basil, D. Z. (2011). Influence of Fit on CRM: Moderating Effects of Collectivism and Awareness. *Asia-Pacific Advances in Consumer Research, 9*, 281-288.
21. Mazaheri, E*., Basil, D. Z., Yanamandram, V., & Daroczi, Z. (2011). The impact of pre-existing attitude, conflict management style, and service outcome on customer satisfaction: An Empirical Investigation. *Journal of Retailing and Consumer Services, 18*(3), 235-245.
20. Runté, M., & Basil, D. Z. (2011). Personal and corporate volunteerism: Employee motivations. *International Journal of Business Environment, 4*(2), 133-145.
19. Basil, D. Z., Runté, M., Basil, M. D., & Usher, J. (2011). Company support for employee volunteering: Does size matter? *The Journal of Business Research, 64*(10), 61-66.

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18. Runté, M., Basil, D. Z., & Runte, R. (2010). Corporate support for employee volunteerism within Canada: A cross cultural perspective. *Journal of Nonprofit and Public Sector Marketing*, 22(4), 247-263.
17. Shang, J.*, Basil, D. Z., & Wymer, W. (2010). Using social marketing to enhance hotel reuse programs. *The Journal of Business Research*, 63(2), 166-172.
16. Runté, M., Basil, D. Z., & Deshpande, S. (2009). Cause-related marketing from the nonprofit's perspective: Classifying goals and experienced outcomes. *Journal of Nonprofit and Public Sector Marketing*, 21(3), 255-270. (top 5 most-downloaded JNPSM articles for 2009).
15. Basil, M. D., Basil, D. Z., & Deshpande, S. (2009). A comparison of consumers and dieticians: Nutrition focus, food choice, and mental accounting. *Journal of Nonprofit and Public Sector Marketing*, 21(3), 283-297.
14. Zhu, Y.*, Basil, D. Z., & Hunter, M. G. (2009). A study of Canadian winery websites: Identification of a market integration stage. *Canadian Journal of Administrative Sciences*, 26(4), 286-300.
13. Deshpande, S., Basil, M. D., & Basil, D. Z. (2009). Factors influencing healthy eating habits among college students: An application of the health belief model. *Health Marketing Quarterly*, 26(2), 145-164.
12. Basil, D. Z., Runté, M., Easwaramoorthy, M., & Barr, C. (2009). Company support for employee volunteering: A national survey of companies in Canada. *Journal of Business Ethics*, 85(2), 387-398.
11. Basil, M. D., & Basil, D. Z. (2008). The marketing market: Matching academic hiring institutions and job candidates. *Journal of Marketing Education*, 30(2), 138-149.
10. Basil, D. Z., & Erlandson, J.* (2008). Corporate social responsibility website representations: A longitudinal study of internal and external self-presentations. *Journal of Marketing Communications*, 14(2), 125-137.
9. Basil, D. Z., Ridgway, N. M., & Basil, M. D. (2008). Guilt and giving: A process model of empathy and efficacy. *Psychology & Marketing*, 25(1), 1-23.
8. Lavack, A., Magnuson, S., Deshpande, S., Basil, D., Basil, M., & Mintz, J. (2008). Enhancing occupational health and safety in young workers: The role of social marketing. *The International Journal of Nonprofit and Voluntary Sector Marketing*, 13(3), 193-204.

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7. Basil, D. Z. (2007). Charitable donations as a reflection of national values: A comparison of Canada and the United States. *Journal of Nonprofit and Public Sector Marketing*, 18(1), 1-19.
6. Basil, D. Z., Ridgway, N. M., & Basil, M. D. (2006). Guilt appeals: The mediating effect of responsibility. *Psychology & Marketing*, 23(12), 1035-1054.
5. Basil, D. Z., & Herr, P. M. (2006). Attitudinal balance and cause-related marketing: An empirical application of balance theory. *Journal of Consumer Psychology*, 16(4), 391-403.
4. Basil, M. D., & Basil, D. Z. (2006). The marketing market: a study of PhD supply, demand, hiring institutions, and job candidates. *Journal of Business Research*, 59, 516-523.
3. Basil, D. Z., & Weber, D. (2006). Values motivation and concern for appearances: The effect of personality traits on responses to corporate social responsibility. *International Journal of Nonprofit and Voluntary Sector Marketing*, 11, 1-11.
2. Basil, D. Z., & Herr, P. M. (2003). Dangerous donations? The effects of cause-related marketing on charity attitude. *Journal of Nonprofit and Public Sector Marketing*, 11(1), 59-76.
1. Basil, M. D., Basil, D. Z., & Schooler, C. (2000). Cigarette advertising to counter New Year's resolutions. *Journal of Health Communications*, 5, 161-174.

Books, Book Chapters, and Other Academic Publications

7. Basil, D. Z., Runte, M., & Liebetrau, J. (2017, forthcoming). Environmental cause marketing. In H. Borland, A. Lindgreen, J. Vanhamme, F. Maon, V. Ambrosini, and B. Palacios-Florencio (Eds.) *Business Strategies for Sustainability: A Research Anthology*, Routledge.
6. Runte, M. & Basil, D. Z. (2011). Giving credit where credit is due: Distributive justice and corporate volunteerism. In A. Lindgreen, P. Kotler, J. VanHamme, and F. Maon (Eds.) *A Stakeholder Approach to Corporate Social Responsibility: Pressures, Conflicts, and Reconciliation*, 11, 201-216.
5. Noble, G., & Basil, D. Z. (2011). Competitive analysis and the concept of positioning in the context of social marketing. In G. Hastings, K. Angus, and C. A. Bryant (Eds.), *The Sage Handbook of Social Marketing*, 9, 136-151, London: Sage.
4. Basil, M. D., & Basil, D. Z. (2009). Reflections on ultra-fine dining. In A. Lindgreen, J. Vanhamme, & M. Beverland (Eds.), *Memorable customer experiences*, 347-357. Aldershot, UK: Gower.

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3. Basil, D. Z., & Wymer, W. (Eds.) (2007). *Social marketing advances in research and theory*. Binghamton, NY: Haworth Press.
2. Easwaramoorthy, M., Barr, C., Runté, M., & Basil, D. Z. (2006). *Business support for employee volunteers in Canada: Results of a national survey*. Published by Imagine Canada in conjunction with the Knowledge Development Centre, Canada.
1. Basil, M. D., Deshpande, S., Usher, J., & Basil, D. Z. (2005). Fast food business strategies: Responding to nutritional concerns and competition. *ICFAI Journal of Business Strategy*, 2(4), 24-31.

Research Honours

4. Co-author for top student paper award, 2016, Administrative Sciences Association of Canada, Edmonton, Canada: Thompson, K., Runte, M., & Basil, D. Z. (*Further information under Conference presentations.*)
3. Co-author and Academic Supervisor for top student paper award, 2014 Administrative Sciences Association of Canada, Muskoka, Canada: Wang, Y. & Basil, D. Z. (*Further information under Conference presentations.*)
2. University Scholar, Faculty of Management (2011-2013). Creating a multi-dimensional interdisciplinary efficacy scale. University of Lethbridge. (*Further information under Reseach Grants, Internal.*)
1. Top Faculty Researcher Award, Faculty of Commerce, University of Wollongong (2008).

Invited Essays

4. Basil, D. Z. (2016, October). Is case teaching right for you? Insights on case teaching for the case novice. Published in Firefly, News from the Teaching Centre, University of Lethbridge, https://gallery.mailchimp.com/e7112d0aeecedabff486a8921/files/Teaching_with_Cases.pdf.
3. Basil, D. Z., and Basil, M. D. (2014). Introduction to the special issue from the World Social Marketing Conference 2013. *Journal of Social Marketing*, 4(2).
2. Basil, D. Z. (2009). Spotlight on my current research, included in the fifth Canadian Edition of *Consumer Behaviour: Buying Having, and Being* by Solomon, Zaichkowsky and Polegato.

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1. Basil, D. Z. (2007). Foreword. *Journal of Nonprofit and Public Sector Marketing*. Opening essay in the Social Marketing Advances in Research and Theory special issue.

Research Grants - External

5. Algie, J. & Basil, D. Z. (2010). Using on-line resesarch methods to assess the impact of guilt and shame on consumer sustainability decisions. Funded by the University of Wollongong Faculty of Commerce for \$4,400. Role : Research Mentor and Co-Investigator. Duration : One year.
4. Basil, D. Z., Deshpande, S. & Runté, M. (2008). Cause-related marketing: Assessing motivations, experiences and impact for nonprofit organizations. Funded by SSHRC for \$75,880. Role: Primary Investigator. Duration: Three years.
3. Basil, M. D., & Basil, D. Z. (2008). Workplace safety appeals: A cross-cultural analysis. Funded by SSHRC for \$36,000. Role: Co-Investigator. Duration: One year.
2. Lavack, A., Deshpande, S., Basil, M. D., Basil, D. Z., & Mintz, J. (2005). Using social marketing to increase occupational health and safety. Funded by WorkSafe BC for \$98,750. Role: Co-investigator. Duration: Two years.
1. Basil, D. Z., & Runté, M. (2005). Corporate volunteerism programs: An impact assessment. Funded by Imagine Canada through the Knowledge Development Centre Canada Volunteerism Initiative for \$50,000. Role: Primary Investigator. Duration: One year.

Research Grants - Internal

5. Basil, D. Z. (2011). Creating a multi-dimensional interdisciplinary efficacy scale. Awarded the University Scholars Research Chair in Management. Funded by the University of Lethbridge Office of the Vice President of Research for \$5,000 and two course releases. Duration: Two years.
4. Basil, M. D., Deshpande, S., & Basil, D. Z. (2007, Spring). Nutrition labels. Funded by the University of Lethbridge Research Fund for \$6,500. Role: Co-investigator. Duration: Two years.
3. Basil, D. Z. (2003, Spring). Guilt advertisements: A model of consumer response to charitable guilt appeals. Funded by the University of Lethbridge Research Fund for \$4,300. Role: Primary Investigator. Duration: One year.

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2. Basil, D. Z. (2002, Fall). Toward an understanding of fit: Effects of association and complementarity in cause-related marketing alliances. Funded by the University of Lethbridge Research Enhancement Award for one course release. Role: Primary Investigator. Duration: One semester.
1. Basil, D. Z., & Ridgway, N. M. (1997). Charitable donations: The role of guilt, empathy, ad match, and cognitions. Funded by the University of Colorado Small Grants Fund for \$500. Role: Primary Investigator. Duration: One year.

Conference Organization Grants--SSHRC

2. Public Outreach Workshop (2012). Taking Social Marketing to the Next Level. Organized by the Centre for Socially Responsible Marketing. Funded by SSHRC for \$36,927. Role: Primary Applicant.
1. Aid to Small Conferences and Congresses grant (2004). Social Marketing Advances in Research and Theory Conference, organized by D. Z. Basil and the Centre for Socially Responsible Marketing in conjunction with the Society for Consumer Psychology. Funded by SSHRC for \$10,000. Role: Primary Applicant.

Conference Presentations and Publications in Conference Proceedings (Peer Reviewed)

*Denotes student author

73. Liebetrau, J.*, Basil, D. Z., Runte, M., Ulrich, S. (2018, June, forthcoming). Toward a valenced model for fit in cause-related marketing. Academy of Marketing Science World Marketing Conference 21, Porto, Portugal.
72. Basil, D. Z., Fowosere, B.*, Runte, M., Villanueva, A.* (2018, May, forthcoming). Frontline frustrations: The experience of point-of-sale cause marketing from the customer and cashier perspectives. Paper to be presented at the Academy of Marketing Science Annual Conference 2018, New Orleans, USA.
71. Runte, M., Basil, D. Z. (2018, May, forthcoming). Family vacation travel: An application of the theory of reasoned action. Paper to be presented at the Academy of Marketing Science Annual Conference 2018, New Orleans, USA.

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70. Basil, D. Z. & Runte, M. (2017, September). Point of sale consumer solicitations: The role of anchoring on consumer donations. Paper presented at the Corporate Reputation and Responsibility Conference, Seville, Spain.
69. Ekici, N.*, Erdogan, B. Z., Deshpande, S., Basil, D. Z. (2017, June 29-July 1). Examining gender-based responses to third-person perception in sexually explicit advertising. Paper presented at the International Conference on Research in Advertising. Ghent, Belgium.
68. Basil, D. Z., Runte, M., Werle, C. (2017, May). Cause-related Marketing from the Nonprofit's Perspective: An international comparison. Paper presented at the Academy of Marketing Science Conference, Coronado California.
67. Soboleva, A. *, Burton, S., Daellenbach, K., & Basil, D. Z. (2016, December). Tweets for tots: Using twitter to promote a charity and its supporters. Paper presented at the ANZMAC 2016 conference, Christchurch, New Zealand.
66. Wiebe, J. *, Basil, D.Z., & Runte, M. (2016, June). Near or Far: Psychological Distance Construal and Perceived Consumer Effectiveness in a Cause-related Marketing Context. Paper presented at the Administrative Sciences Association of Canada 2016 Conference, Edmonton, Canada.
65. Thompson, K. *, Runte, M., & Basil, D.Z. (2016, June). Controlling Fun: A Discourse Analysis of Job Advertisements. Paper presented at the Administrative Sciences Association of Canada 2016 Conference, Edmonton, Canada. BEST PAPER AWARD—Gender and Diversity Track. Published in proceedings.
64. Liebetrau, J. *, Basil, D.Z., & Runte, M. (2016, June). The Evolution of Cause-Related Marketing. Paper presented at the Administrative Sciences Association of Canada 2016 Conference, Edmonton, Canada. Published in proceedings.
63. Burton, S., Soboleva, A. *, Basil, D., Daellenbach, K., Beckman, T., & Deshpande, D. (2015, November 30-December 2). Helping Those Who Help Us: Reciprocal and Self-Promotion in Corporate Giving. Paper presented at the Australia New Zealand Marketing Conference (ANZMAC), Sydney, Australia.
62. Basil, D. Z. & Runte M. C. (2015, July). *Point of sale charitable donations: The role of social norms and anchoring*. Paper presented at the European Research Network on Philanthropy, 7th International Conference, Paris, France.
61. Basil, D. Z. (2015, June). *Social and physical environmental efficacy: Concept introduction and scale creation*. Poster presented at the 2015 Asian Association for Consumer Research Conference, Hong Kong, China.

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60. Lyubykh, Z.* & Basil, D. Z. (2015, June). *Authentic leadership as an antecedent of leader-member exchange: A cross-cultural investigation*. Paper presented at the Administrative Sciences Association of Canada (ASAC) Annual Conference, Halifax, Canada.
59. Thompson, K.* , Runte, M., & Basil, D. Z. (2015, January). *Assessing past and present experiences on students' perceptions of unions and their willingness to join*. Paper presented at the Clute Institute Business Conference, Maui, Hawaii.
58. Awagu, C.* & Basil, D. Z. (2014, October). Reducing defensiveness to fear appeals in advertising: Exploring the influence of threat orientations. Paper presented at the 2014 Social Marketing Advances in Research and Theory Conference (SMART).
57. Basil, M. D. & Basil, D. Z. (2014, August). *Fear versus efficacy: Evaluating dual-process models with workplace safety messages*. Paper presented at the Academy of Marketing Science 17th Biennial World Marketing Congress, Lima, Peru.
56. Wang, Y.* & Basil, D. Z. (2014, May). *Public trust in accounting and financial systems and professionals after 2008: An empirical trust study*. Paper presented at the 2014 Administrative Sciences Association of Canada, Muskoka, Canada. **Top student paper award for Accounting track.**
55. Intal, E.* & Basil, D. Z. (2014, May). *The effects of priming, anchoring, and perception of social norms in donating behavior*. Paper presented at the 2014 Administrative Sciences Association of Canada, Muskoka, Canada.
54. Huang, J.* & Basil, D. Z. (2014, May). *Do the order and repetition of mere exposure to green products and purchase intention impact the priming and licensing effects?* Paper presented at the 2014 Administrative Sciences Association of Canada, Muskoka, Canada.
53. Hanel, V.* , Basil, D. Z., Basil, M. D., & Runte, M. (2013, July). *Socially Conscious Consumer Behaviour: The role of ethical identity in the use of mental accounting*. Paper presented at the European Association for Consumer Research 2013 (EACR), Barcelona, Spain.
52. Basil, D. Z., Basil, M. D., Lavack, A. & Desphande, S. (2013, June). *Using environmental efficacy to enhance fear appeals*. Paper presented at the 12th International Conference on Public & Non Profit Marketing, Gran Canaria, Spain.
51. Wehbe, M.* , Basil, M., & Basil, D. (2013, June). *Reactance and coping responses to anti-tobacco messages*. Paper presented at the 12th International Conference on Public & Non Profit Marketing, Gran Canaria, Spain.
50. Runte, M. S., McKenzie, G.* , Basil, D. Z., & Deshpande, S. (2012, October). *Unpacking the experience of cause related marketing: Lessons for nonprofits*. Paper presented at the Clute Institute, Las Vegas, Nevada, USA.

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49. Basil, D. Z., Runte, M., & Deshpande, S. (2012, October). *Cause-related Marketing--Why not? A North American survey of nonparticipating nonprofits*. Paper presented at the Clute Institute, Las Vegas, Nevada, USA.
48. Basil, D. Z., Runte, M., & Deshpande, S. (2012, July). *Cause-related marketing in the USA: A quantitative study examining how nonprofit organizations successfully navigate business alliance relationships*. Paper presented at the International Third Sector Research Conference, Sienna, Italy.
47. Basil, D. Z., & Noble, G. (2011, April). *Plastic vs. multi-use bags: An experimental assessment*. Paper presented at the 2nd World Nonprofit and Social Marketing Conference, Dublin, Ireland.
46. Basil, D. Z., & Algie, J. (2011, February). *The relationship between prosocial behaviour and public and private self consciousness: Examining the intervening roles of guilt and shame*. Paper presented at the American Marketing Association Winter Educators' Conference 2011.
45. Basil, D. Z., & Noble, G. (2010, July). *An international examination of green bag usage*. Paper presented at the 8th Annual International Conference of the Athens Institute for Education and Research (ATINER), Athens, Greece.
44. Basil, D. Z., Noble, G. & Mohan, A. (2009, December). *Going green: It's in the bag*. Paper presented at the Cross Cultural Conference 2009, Puerto Villarta, Mexico.
43. McKenzie, G.*, Runté, M., Deshpande, S., Basil, D. Z., & Usher, J. (2009, June). *Neoconservatism: Changing the way nonprofit organizations do business*. Paper presented at the Administrative Sciences Association of Canada annual conference, Niagara Falls, Ontario, Canada.
42. Basil, D. Z., Runté, M., & Deshpande, S. (2008, November). *Why nonprofits don't collaborate with business*. Paper presented at the Australia and New Zealand Third Sector Research Conference (ANZTSR), Auckland, New Zealand.
41. Runté, M., & Basil, D. Z. (2008, November). *The employee as volunteer: Making sense of corporate volunteer programs*. Paper presented at the Australia & New Zealand Marketing Academy Conference (ANZMAC), Sydney, Australia.
40. Shang, J.*, Basil, D. Z., & Wymer, W. (2008, September). *Using social marketing to maximize the impact of hotel reuse programs*. Paper presented at the World Social Marketing Conference, Brighton, United Kingdom.
39. Basil, D. Z., Deshpande, S., & Runté, M. (2008, July). *The impact of cause-related marketing on nonprofit organizations*. Paper presented at the International Nonprofit

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and Social Marketing Conference, Wollongong, Australia and published in conference proceedings.

38. Basil, M. D., Basil, D. Z., & Deshpande, S. (2008, July). *A comparison of dieticians and the public: Nutrition focus, food choice, and mental accounting*. Paper presented at the International Nonprofit and Social Marketing Conference, Wollongong, Australia.
37. Runté, M., & Basil, D. Z. (2008, May). *Employee motivations for volunteering: The impact of self vs. company initiation*. Paper presented at the ANSER Conference, Vancouver, British Columbia, Canada.
36. Mu, M.*, Drollinger, T., & Basil, D. Z. (2007, December). *Price quality schema orientations and market efficiency perceptions: A cross-cultural and intercultural study of Canadians and Chinese*. Paper presented at the ACR/APA Cross Cultural Conference, Honolulu, Hawaii.
35. Runté, M., Basil, D. Z., & Runté, R. (2007, December). *Corporate support for employee volunteerism within Canada: A cross cultural perspective*. Paper presented at the ACR/APA Cross Cultural Conference, Honolulu, Hawaii.
34. Basil, D. Z., Basil, M. D., Deshpande, S., Lavack, A., Mintz, J., & Magnuson, S. (2007, September). *Using the parallel process model to assess social marketing communications to young male workers*. Paper presented at the National Social Marketing Conference, London, England.
33. Basil, D. Z., & Runté, M. (2007, July). *How individuals mentally account for work-time volunteerism: Putting the work into volunteer work*. Paper presented at the European Association for Consumer Research Summer Conference. Milan, Italy. Extended abstract published in the *European Advances in Consumer Research*, 8, 314-315.
32. Basil, D. Z., & Runté, M. (2007, June). *Company support for employee volunteerism: Does size matter?* Paper presented at the Administrative Sciences Association of Canada (ASAC) Conference, Ottawa, Ontario, Canada.
31. Basil, M. D., & Basil, D. Z. (2007, April). *Marketing marketing: Comparing hiring institutions and job candidates' views*. Paper presented at the Marketing Educators' Association Conference, San Antonio, Texas.
30. Deshpande, S., Basil, M., & Basil, D.Z. (2007, February). *Factors influencing healthy eating habits among college students: Application of health belief model*. Paper presented at the Society for Consumer Psychology Winter Conference, Las Vegas, Nevada.
29. Basil, D. Z., & Erlandson, J.* (2007, February). *Corporate social responsibility efforts in Canada: A study of corporate web sites*. Paper presented at the American Marketing Association Winter Educators' Conference, San Diego, California.

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28. Mazaheri, E.*, & Basil, D. Z. (2006, June). *The impact of pre-existing attitude, conflict management style and service outcome on customer satisfaction: An empirical investigation*. Paper presented at the Administrative Sciences Association of Canada (ASAC) Conference, Banff, Alberta, Canada.
27. Zhu, Y.*, Basil, D. Z., & Hunter, M. G. (2006, June). *A study of Canadian winery websites: Identification of a market integration stage*. Paper presented at the Administrative Sciences Association of Canada (ASAC) Conference, Banff, Alberta, Canada.
26. Runté, M., & Basil, D. Z. (2006, June). *Corporate volunteerism programs: A qualitative analysis*. Paper presented at the Administrative Sciences Association of Canada (ASAC) Conference, Banff, Alberta, Canada.
25. Basil, D. Z., Ridgway, N. M., & Basil, M. D. (2006, February). *Guilt and giving: A process model*. Paper presented at the American Marketing Association Annual Educators Conference, St. Petersburg, Florida.
24. Basil, M. D., Basil, D. Z., & Deshpande, S. (2006, February). *Nutrition labels: The effect of specific health concerns on decision quality and search time, study three*. Paper presented at the American Marketing Association Annual Educators Conference, St. Petersburg, Florida.
23. Basil, D. Z., Basil, M. D., & Deshpande, S. (2005, May). *Nutrition labels: The effect of specific health concerns on decision quality and search time, study two*. Paper presented to the Marketing and Public Policy Annual Conference, Washington, D.C.
22. Mazaheri, E.*, Daroczi, Z., & Basil, D. Z. (2005, March). *Conflict management approaches, customer expectation evaluation, and customer satisfaction: An empirical investigation*. Paper presented at the Western Decision Sciences Institute Annual Conference, Vancouver, British Columbia, Canada.
21. Basil, M. D., & Basil, D. Z. (2005, January). *New insights into cancer risk estimates from the 2003 HINTS survey*. Poster presented at the HINTS Data Users Conference, St. Petersburg, Florida.
20. Basil, M. D., Weber, D., & Basil, D. Z. (2005, January). *Comparing the 2003 HINTS and 1995-2002 HealthStyles surveys*. Poster presented at the HINTS Data Users Conference, St. Petersburg, Florida.
19. Gregory, K.*, Basil, D. Z., & Runté, M. (2004, June). *The role of male peer groups on perceptions of female attractiveness*. Paper presented at the Administrative Sciences Association of Canada Annual Conference (ASAC), Sainte-Foy, Quebec, Canada.

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18. Basil, D. Z., Deshpande, S., & Basil, M. D. (2004, May). Nutrition labels: *The effect of label length and health concerns on decision quality and search time, study one*. Paper presented at the Marketing and Public Policy Conference, Salt Lake City, Utah. Extended abstract printed in: *Marketing and Public Policy: Research Reaching New Heights Proceedings*, 80-82.
17. Basil, D. Z., Basil, M. D., & Weber, D. (2004, February). *Nurturance, religiosity, and appearances: The effect of personality traits on responses to corporate philanthropy*. Paper presented at the Society for Consumer Psychology Conference, San Francisco, California. Abstract published in: *Proceedings of the Society for Consumer Psychology 2004 Winter Conference*, 155-156.
16. Basil, M. D., Basil, D. Z., & Mardian, N. (2004, February). *A test of the robustness of cause-related marketing*. Paper presented at the Society for Consumer Psychology Conference, San Francisco, California.
15. Erlandson, J.*, & Basil, D. Z. (2003, October). *Corporate social responsibility efforts in Canada: A descriptive study of corporate web pages*. Paper presented at the Association for Consumer Research Conference, Toronto, Ontario, Canada.
14. Basil, D. Z., & Basil, M. D. (2003, June). *Toward an understanding of fit: Effects of association and complementarity in cause-related marketing alliances*. Paper presented at the La Londe Seminar: 30th International Research Seminar in Marketing, La Londe, France. Paper published in: *Marketing Communication and Consumer Behavior 2003 Proceedings (La Londe Seminar)*, 161-174.
13. Basil, D. Z., & Ridgway, N. M. (2002, February). *Efficacy and guilt motivation: A model for guilt appeals*. Paper presented at the Society for Consumer Psychology Winter Conference, Austin, Texas.
12. Basil, M. D., Basil, D. Z., & Osborn, A. G.* (2002, February). *Marketing marketing: A study of job ads, hiring institutions, and job candidates*. Special session proposal presented at the American Marketing Association's Winter Educator's Conference, Austin, Texas. Abstract published in: *2002 AMA Winter Marketing Educators' Conference Proceedings*, 13, 531-532.
11. Basil, D. Z. (2001, December). *Charitable donations as a reflection of national values: A comparison of Canada and the United States*. Paper presented at the 8th Annual Cross-Cultural Research Conference, sponsored by the Association for Consumer Research, the American Psychological Association (Section 23), Oahu, Hawaii.
10. Basil, D. Z., Malina, M.*, & Stone, M.* (2001, February). *Cause-related marketing: Consumer perceptions of company motivations*. Presented at the Society for Consumer Psychology Winter Conference, Scottsdale, Arizona. Paper published in: *Proceedings of the Society for Consumer Psychology Winter Conference February 2001*, 101-105.

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9. Basil, M. D., & Basil, D. Z. with student colleagues. (2001, February). *Celebrity publicity effects: Attitudinal versus behavioral outcomes*. Paper presented at the Society for Consumer Psychology Winter Conference, Scottsdale, Arizona. Paper published in the *Society for Consumer Psychology Winter Conference Proceedings*, 154-158.
8. Basil, D. Z., Ridgway, N. M., & Basil, M. D. (2000, October). *Guilt appeals: The effects of responsibility and altruistic norms*. Paper presented at the annual conference for the Association for Consumer Research, Salt Lake City, Utah. Abstract published in: *Advances in Consumer Research (2001)* Mary C. Gilly and Joan Meyers-Levy (Eds), 28, 216, Valdosta, GA.
7. Basil, D. Z., & Herr, P. M. (2000, February). *Cause-related marketing attitude formation processes*. Paper presented at the annual conference for the Society for Consumer Psychology Conference, San Antonio, Texas.
6. Basil, D. Z., & Herr, P. M. (1999, October). *Subtractive vs. additive brand extensions: Using counterfactual reasoning to explain extension preference*. Poster presented at the 1999 Association for Consumer Research Conference, Columbus, Ohio.
5. Basil, M. D., Maibach, E. W., & Basil, D. Z. (1999, October). *People's compensatory behaviors: Low-fat eating, dieting, and exercise*. Poster presented at the 1999 Association for Consumer Research Conference, Columbus, Ohio.
4. Basil, D. Z., Ridgway, N., Nakamoto, K. & Basil, M. D. (1998, February). *Charitable donations: The role of guilt, empathy, ad match, and cognitions*. Paper presented at the Society for Consumer Psychology Conference, Austin, Texas. Abstract published in: M. C. Campbell and K. A. Machleit (Eds.), 1998 *Winter Conference Proceedings of the Society for Consumer Psychology*, 88.
3. Basil, D. Z. (1997, October). *Three faces of charity*. Poster presented at the Association for Consumer Research Conference, Denver, Colorado.
2. Basil, M. D., Basil, D. Z., Maibach, E. W. & Slater, M. D. (1997, May). *Diet, low fat eating, and exercise: A cluster analysis*. Poster presented at the Innovations in Social Marketing Conference, Boston, Mass. Paper published in: *1997 Innovations in Social Marketing Proceedings*, 71-75.
1. Basil, D. Z. (1996, August). *Guilt as a motivator for charitable donations*. Paper presented at the American Marketing Association Summer Educators' Conference, San Diego, California. Paper published in: *1996 AMA Educators' Conference Proceedings: Enhancing Knowledge Development in Marketing*, 7, 535-540.

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Invited Colloquia

14. Basil, D. Z. (2014, March). *Perceived efficacy: Unpacking the dimensions*. University Scholars Speaker Series, University of Lethbridge, Canada.
13. Basil, D. Z. & Runte, M. (2014, March). *Helping your cause or selling your soul? How Cause-related Marketing Impacts Nonprofit Organizations*. Women's Scholars Speaker Series, University of Lethbridge, Canada.
12. Basil, D. Z., Runte, M., & Deshpande, S. (2013, July). *Cause-related Marketing: The North American Experience*. Presented at the the Rotterdam School of Management, Rotterdam, Netherlands.
11. Basil, D. Z. and Runte, M. (2013, March). *Cause-related Marketing in North America*. Presented at the Ecole de Management, Grenoble, France.
10. Basil, D. Z. (2012, April). *Cause-related Marketing from the Nonprofit's Perspective*. Presented at the second Moral Decision Making Conference, Queens University, Ontario.
9. Basil, D. Z. (2010, January). *Are consumers seeing red over green claims?* Presented at the 52nd Annual Horticulture Growers' Short Course, Abbotsford, BC, Canada. In C. Kempler, T. Kabaluk, & L. Frey (Eds.) *2010 Growers Short Cours Proceedings*, (pp. 64-67).
8. Basil, M. D., Basil, D. Z., Deshpande, S., Lavack, A., Mintz, J., & Magnuson, S. (2009, June). *Testing the extended parallel process model with workplace safety messages*.
*Presented to faculty and students of Edith Cowan University, Perth, Australia (2009, June).
*Presented to faculty and students of University of Wollongong, Wollongong Australia (2008, October).
7. Basil, D. Z., Deshpande, S., & Runté, M. (2008, November). *Why nonprofits don't partner with businesses*. Presented to faculty and students of the University of Wollongong, Wollongong, Australia.
6. Basil, D.Z., & Erlandson, J. (2009, April). *Corporate social responsibility website representations: A longitudinal study of internal and external self-presentations*. Presented to Public Relations (Master's course), University of Wollongong, Australia.
5. Basil, D. Z., Ridgway, N. & Basil, M. D. (2007, November). *Guilt and giving: A process model*. Invited speaker for University of Lethbridge Interdepartmental Students Organization.

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4. Basil, D. Z., & Deshpande, S. (2006, May). *Corporate social responsibility in Canada*. Invited speaker, Annual Cause-related Marketing Congress, Universidad Bonaterra, Mexico, via videoconference.
3. Basil, D. Z., & Deshpande, S. (2005, May). *Cause-related marketing and consumer attitudes*. Invited speaker, Annual Cause-related Marketing Congress, Universidad Bonaterra, Mexico, via videoconference.
2. Basil, D. Z. (2005, February). *Social marketing basics*. Invited speaker, national teleconference for Alberta Centre for Injury Control & Research.
1. Basil, D. Z. (2003, November). *Marketing for good: the effects of company/charity alliances*. Presentation to the University of Lethbridge Women Scholars Group.

Under Review

2. Zhu, Y., Basil, D. Z. (2017, October). The impact of touchscreen devices on individual judgment and decision making. Submitted to SSHRC Insight Grants. Role: co-investigator.
1. Basil, D. Z. (2017, October). Social Marketing Advances in Research and Theory (SMART) 2018. Submitted to SSHRC Connections Grant. Role: Primary Investigator.

Manuscripts in Process for Journal Submission

A. Writing stage:

6. Basil, D. Z., Lafrenier, K. Social Marketing Cases.
5. Liebetrau, J., Basil, D. Z. & Runte, M. The Many Faces of Fit in Cause-related Marketing.
4. Basil, D. Z. (in process). Expanding our Understanding of Efficacy: Creating a Scale for Environmental Efficacy. Preparing for submission to the *Journal of Applied Social Psychology*.
3. Basil, D. Z., & Runté, M. (in process). Why not? An examination of nonprofits' reasons for not partnering with companies. Preparing for submission to the *Academy of Management Journal*.
2. Basil, D. Z., & Runte, M. (in process). Cause-related marketing in the USA: A quantitative study examining how nonprofit organizations successfully navigate business alliance relationships. Preparing for submission to the *Journal of Marketing*.

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1. Basil, D. Z., & Noble, G. (in process). Plastic vs. multi-use bags: An experimental assessment. Preparing for submission to the *Journal of Business Research*.

B. Data collection stage

2. Basil, D. Z., Runte, M., & Costley, C. (in process). Respect in Cause-marketing Alliances. Data collection began June 2016. Target journal: *Journal of Business Ethics*.
1. Basil, D. Z., & Algie, J. (in process). The relationship between prosocial behaviour and public and private self consciousness: Examining the intervening roles of guilt and shame. Data collection continuing spring 2015, will travel to Australia. Target journal: *The Journal of Applied Social Psychology*.

TEACHING

Courses Taught

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

Marketing & Society: Spring 2010, spring 2014, spring 2015, spring 2016, spring 2017

Marketing Seminar (Marketing Master's Students): fall 2009, fall 2010, fall 2011, fall 2015

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

Master's Level Research Methods: Fall 2004, fall 2012, fall 2013, fall 2014, fall 2016.

Marketing Research: Fall 2003, spring 2004, fall 2004, fall 2011, spring 2012, spring 2013, fall 2014, spring 2017

Introduction to Marketing/ Principles of Marketing: Summer 1996, spring 2001, fall 2001

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

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

- Committee member for Jiby Mathews, 2017-2018.
- Committee member for Mustafa Younas, 2017-2018 (est.). Thesis: The effect of celebrity endorsement on politics.
- Committee member for MSc student Olasubomi Ibitoye, 2016-2017 (est.)
- Co-supervisor for MSc student Jennifer Liebetau, 2015-2016 (est.). Thesis: Toward Developing a Model for Fit in Cause-Related Marketing.
- Committee member for MSc student Abhijit Banarjee, 2014-2016. Thesis: Store Within a Store Consumer Perceptions.
- Supervisor for MSc student Erica Intal 2013-2015.

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- Committee member for MSc student Ehtisham Anwer, 2013-2016.
- Committee member for MSc student Fahid Naeem, 2013-2015. Thesis: Impact of the marketing mix on self-efficacy and smoking cessation: A meta-analysis.
- Committee member for MSc student Kelly Thompson, 2014-2015. Thesis: Fun as a recruitment tool: A discourse analysis of job advertisements.
- Committee member for MSc student Corie Lazenby, 2014-2015. Thesis: Assertiveness and leadership perceptions: The role of leader-member exchange.
- Committee member for MSc student Livia Negrutu, 2011-2013. Thesis: Corporate Blogs: What Factors Influence Blog Committee members and Comment Providers to Continue Using Blogs.
- Co-supervisor for MSc student Jeff Wiebe, 2011-2013. Thesis: Near or Far: Psychological Distance Construal and its Role in Ethical Consumption.
- Co-supervisor for MSc student Michelle Wehbe, 2011-2012 academic year. Thesis: Branded and Non-Branded Tobacco Counter-Advertisements: An Experimental Study of Reactance and Other Maladaptive and Adaptive Coping Responses.
- Supervisor for MSc student Chrysantus Awagu, 2010-2013. Thesis: Reducing defensiveness to fear appeals in advertising: Exploring the influence of threat orientations and self-affirmation on fear appeals.
- Supervisor for MSc student Vanessa Hanel, 2009-2010 academic year. Project: The Impact of Ethical Self-image on Consumers' Mental Accounting of Socially Responsible Behaviours.
- Supervisor for MSc student Joyce Shang, 2006-2007 academic year. Project: Consumer perceptions of company environmental requests.
- Committee member for MSc student Mu Mu, 2005-2006 academic year. Project: Market efficiency, price-quality schema, and acculturation: A study of China and Canada.
- Co-supervisor for MSc student Ying Zhu, 2004-2005 academic year. Project: A Revised Web-site Stage Model.
- Committee member for MSc student Sheena Chen 2004-2005 academic year. Project: The Moderating Roles of Cultural Traits on Cause-related Marketing Campaigns: The Case in the People's Republic of China.
- Committee member for MSc student Ebrahim Mazaheri Khorzani 2003-2004 academic year. Project: Conflict Management Approaches, Customer Satisfaction, and Consumer Behaviour: An Empirical Investigation.
- Committee member for MSc student Marianne Wright 2002-2003 academic year. Project: Personality and Performance: What is the role of negative affectivity?
- Co-supervisor MSc student Neil Mardian 2001-2002 academic year. Project: Cause-related Marketing as a Peripheral Cue?

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Tenure, Doctoral, and Master's Candidate External Committee Member/Reviewer

- Dr. Todd Green, Brock University (December, 2016). Tenure and Promotion Review.
- Ke (Christy) Tu, University of Alberta (July, 2016). Ph. D. Dissertation: The Impact of Interdependence Awareness and Gender Identity on Consumption of Common Resources.
- Charlotte Marten, University of Waikato (April, 2016). Master's Thesis: Understanding donor motivation and behavior among middle-class Americans.
- Timo Dietrich, Griffith University (2015, March). Ph. D. Dissertation: Extending the social marketing footprint to alcohol education: The principles of segmentations and co-creation.
- Kirk Kristofferson, University of British Columbia (2015, March). Ph. D. Dissertation: Once is not enough: Motivations driving initial and subsequent prosocial behavior.
- Zhengfeng Li, University of Wollongong (2014, December). Ph. D. Dissertation: Chinese Consumers' Responses to Corporate Social Responsibility in Advertising.
- Rhiannon MacDonnell, University of Calgary (2012, June). Ph. D. Dissertation: Conceptually Delineating Time and Money: Construal Level Theory and the Case of Charitable Contributions.
- Anthony Chan, Lulea University of Technology (2011, May). Ph. D. Dissertation: Environmental Issues and the Information Technology Industry: Essays on Branding and Product Development.
- Dianne Lynne Bevelander, Lulea University of Technology (2011, May). Ph. D. Dissertation: Business Schools Engaging Markets: Serving Society.
- Mignon Reyneke, Lulea University of Technology (2011, May). Ph. D. Dissertation: Luxury as the Opposite of Vulgarity: A Trio of Perspectives on Luxury Brands.

Workshops Conducted

Social Marketing: Taking it to the Next Level (2012, April). *Cause-related Marketing from the Nonprofit's Perspective*. Practitioner workshop, Vancouver, BC.

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

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

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

Teaching Excellence Video

Profiles in Teaching Excellence, Centre for the Advancement of Excellence in Teaching and Learning (CAETL), University of Lethbridge (2112). *Authentic Activities in the Classroom*, <http://vimeopro.com/teachingcentre/profiles-in-teaching-excellence/video/56783202>

Bachelor of Management Student Research Project Supervision

Victor Kashirin (2018, spring, upcoming). Managers' views of Cause-related Marketing.
Chris Kapusta (2015, fall). Nikka Yuko Japanese Garden Business Plan.
Chris Kapusta (2016, spring). Nikka Yuko Japanese Garden Marketing Plan.
Jeff Fero (2015, spring). Nikka Yuko Japanese Garden Feasibility Study.
Juli Anderson (2014, spring). Motivation in Volunteerism.
Tevi Craig (2006, fall). A Marketing Plan for the City of Taber.
Krista Gregory (2003, fall). Social Context and Perceptions of Ideal Beauty.
Dean Davis (2003, summer). Chinook County Tourism Survey.
Jillian Erlandson (2002, fall). Canadian Corporate Approaches to Socially Responsible Marketing: A Web Page Analysis.
Melissa Graff (2002, fall). Tactics for Low-Budget Promotions. For the Lethbridge Insider, a community events web page.

Teaching Development

Teaching Workshops

- Presenter and Panel Member (2015, April). SPARK Teaching Retreat, University of Lethbridge.
- Teaching Retreat, University of Lethbridge, August 2009.
- Multiple Choice Exams, University of Wollongong, November 2008.
- Ethics Symposium, University of Wollongong, August 2008.
- Using the Local Media: Workshop. Lethbridge Centre for Board Development, April 2007.
- Getting students involved in community and non-profit organizations, University of Lethbridge, March 2007.
- A Clash of Styles: Implications for Faculty Teaching, University of Lethbridge, November 2006.
- Writing Effective Final Exams, University of Lethbridge, March 2006.
- Issues in Testing: An Informal Question and Answer Session, University of Lethbridge, November 2004.
- Teaching Retreat, University of Lethbridge, August 2004.
- Getting the Most out of Course Outlines, University of Lethbridge, January 2004.

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- Teaching Retreat, University of Lethbridge, August 2002.
- Teaching Retreat, University of Lethbridge, August 2000.

Intensive Teaching Development Programs

- Instructional Skills Workshop (2016, May 16-19). University of Lethbridge, Alberta.
- Teaching with Case Studies (2016, May 10-11). Ivey, Western University, London, Ontario.
- Blended Learning Development Pilot Project (2015—2017). Three year program to develop blended learning methods to facilitate learning on remote campuses.
- Professional Partnering Program, Faculty of Education (2004, spring). Formal semester-long program in which I was paired with a University of Lethbridge Education student for the semester in order to gain insights and feedback on my teaching.
- Teaching Development Grant (summer 2002). Enhancing Consumer Behaviour course with (Canadian) real-world examples. Awarded \$1,500.

Instructor Training (during doctoral program)

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

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

International Visiting Scholar/Professor

- Ecole de Management, Grenoble France (Spring 2013). Visiting scholar.
- University of Wollongong, Wollongong, Australia (2008-2009). Exchange professor and visiting scholar. Taught Consumer Behaviour to class of 367 plus three satellite campuses.
- Hokkai Gakuen University, Sapporo, Japan (Fall 2005). Exchange professor for Fall semester. Canadian Nature and Culture II.

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

SERVICE

University of Lethbridge

Administration

- Marketing Area Chair, 2001-2003 AYs, 2007-2008 AY, 2013-2016 AYs.
- Director for the Centre for Socially Responsible Marketing, spring 2003 to spring 2005, fall 2009 to fall 2011.
- Co-founder, Centre for Socially Responsible Marketing, 2003.

Faculty Initiatives

- Chair, MSc. Of Management Program Review (fall 2015). Conduct a thorough review of the entire MSc of Management program for the purpose of program assessment and improvement.
- Marketing Area Student Survey (2013, spring). Conducted survey of Marketing majors, Marketing major alumni, General Management majors, and General Management major alumni for Marketing Area Review.
- Honours Program (2012). Chaired committee and co-developed plan for undergraduate Honours Program which was approved by the Faculty of Management in January 2013.
- Research Participant Pool (2010). Developed a research participant pool for the Faculty of Management, in conjunction with Dr. Janelle Enns-Gordon. Upon Dr. Enns-Gordon's departure I became sole developer/administrator for the program. The program is now fully in place and I am serving as administrator.
- Faculty of Management Student Survey (2004). Conducted faculty-wide student survey regarding shadow majors, preferred electives, and general student perceptions.

Committee Membership

Supplemental Policies Committee 2016.

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STP Committee 2016 Area Representative.
Search Committee 2015.
SSHRC Connections Grant committee 2012-2013.
University of Lethbridge CREDO committee 2012-2013.
University of Lethbridge Centres of Excellence Review Committee 2010-2011
AY.
Honours Program Committee 2010-2012.
Participant Research Pool Director 2010-2016.
Wollongong Faculty Exchange Ad Hoc Committee 2010-2011 AY.
National SSHRC Review Committee, 2010-2011 AY.
University of Lethbridge Travel Committee 2010-2014.
University of Lethbridge Nominating Committee, Fall 2009 to Fall 2010.
Faculty of Management Research Committee, Fall 2009 to Fall 2011; Fall 2014-
Spring 2015.
University of Lethbridge Research Committee, Fall 2009 to Fall 2011.
Executive Committee Fall 2007 to Spring 2008.
Curriculum Committee Fall 2007 to Spring 2008.
Centre for Advancement of Excellence in Teaching and Learning Board Member,
Summer 2006 to 2008.
Salary Equity Committee, Summer 2006 to 2007.
Hokkai Gakuen Exchange Committee, 2007 .
University of Lethbridge Research Committee, Fall 2006 to Fall 2008.
Salary, Tenure and Promotion Committee, ad-hoc member Spring 2006, full
member Spring 2007.
Mid-term review for Dr. Fitzpatrick, Vice-President Research, Summer 2006.
MSc Program Committee, Spring 2006 to Spring 2007.
Search Committee (special case), Spring 2006.
General Faculties Council, 2002 to 2004.
Search committee member, 2000, 2002, 2003.
Advancement, Awards, and Graduation committee member, 2001 to 2002.
Curriculum committee member, 2001 to 2003.
Social committee member, 2001 to 2002.
Queen's School of Business Case competition co-coordinator for U of L, Fall
2000.

Academic Community

Editorial Board Member

Journal of Consumer Psychology, beginning January 2018.
Journal of Social Marketing, Spring 2010 to present.
Journal of Nonprofit and Public Sector Marketing, Fall 2002-2009.
International Review on Public and Nonprofit Marketing, Spring 2005 to present.

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Guest Editor

Journal of Social Marketing (2014), Special Issue on Social Marketing resulting from the World Social Marketing Conference 2013.

International Journal of Nonprofit and Voluntary Sector Marketing, Special Issue on Social Marketing resulting from the SMART conference 2011.

Journal of Nonprofit and Public Sector Marketing, Special Issue on Social Marketing resulting from the SMART conference 2004.

Journal Reviewing

Business & Society, March 2017

Crime, Law, and Social Change, November 2013, August 2014

European Journal of Marketing, April 2011, Sept. 2011, January 2012, March 2012, January 2017, May 2017, August 2017

Human Resources Management Journal, November 2014.

International Journal of Business Environment, September 2009

International Journal of Management Reviews, June 2009

International Journal of Nonprofit and Voluntary Sector Marketing, March 2012.

International Review on Public and Nonprofit Marketing, March 2011, April 2011, June 2012, May 2013, January 2014, March 2014, May 2014, August 2014, Sept. 2014, April 2015, December 2015, October 2016, December 2016, October 2017, December 2017.

Journal of Advertising, October 2003, July 2005, July 2006, February 2007, March 2007, November 2007, February 2008, May 2009, September 2009, January 2012, May 2012, October 2012, January 2015.

Journal of Applied Communication Research, July 2011

Journal of Applied Social Psychology, July 2005, March 2017.

Journal of Business Ethics, September 2008, March 2009, July 2009, September 2009, January 2010, March 2012, July 2012, November 2012, February 2013, April 2013, August 2013, January 2014, March 2014, April 2014, May 2014, October 2014, November 2014, January 2015, April 2015, May 2015, July 2015, November 2015, May 2016, November 2016, March 2017, September 2017, December 2017.

Journal of Business Research, February 2010, April 2010, May 2010 (two), December 2014, April 2015, September 2015, February 2017.

Journal of Consumer Psychology, June 2006, December 2006, August 2011, April 2012, March 2014, January 2016, August 2016, February 2017, March 2017, August 2017, November 2017.

Journal of Health Communication, May 2017, November 2017, December 2017.

Journal of Marketing, November 2005.

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

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Journal of Product and Brand Management, December 2013, May 2014, July 2015, November 2015, January 2016, October 2016, February 2017, August 2017, November 2017, December 2017.

Journal of Retailing and Consumer Services, October 2016.

Journal of Research for Consumers, 2006.

Journal of Social Marketing, June 2010, Sept 2010, July 2011, Sept 2011, May 2012, March 2013, August 2013, February 2014, August 2015, June 2016, January 2017, August 2017, December 2017.

Mass Communication and Society, July 2006.

Nonprofit and Voluntary Sector Quarterly, March 2011, October 2012, January 2014, November 2015

Supply Chain Management, September 2007, March 2008

Voluntas: July 2014, February 2015

Social Marketing Advances in Research and Theory (SMART) Conference

Organizer

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

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

2nd World Non-Profit and Social Marketing Conference 2011

Co-coordinator, academic track

Conference and Other Reviewing

2016 (October) Society for Consumer Psychology (2)

2016 (July) Business Strategies for Sustainability book chapters (2)

2016 (March) Administrative Sciences Association of Canada (ASAC) (3)

2015 (March) Association for Consumer Research (ACR) North America

2015 (February) Administrative Sciences Association of Canada (ASAC)

2014 (October) Promotion to Full Professor review for Thompson Rivers University

2014 Australia New Zealand Marketing Academy (ANZMAC)

2014 (February) Administrative Sciences Association of Canada (ASAC)

2013 (December) Book review "Behaviour change models: theory and application for social marketers", Linda Brennan, Wayne Binney, Torgeir Watne and Lukas Parke (editors)

2013 International Association on Public and Nonprofit Marketing (IAPNM) Canary Islands

2013 European Academy of Management (EURAM)

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2013 Administrative Sciences Association of Canada (ASAC)
2013 Academy of Marketing Science
2012 Administrative Sciences Association of Canada (ASAC)
2012 SMART (Social Marketing Advances in Research and Theory) Conference
2012 Academy of Marketing Science
2012, January. Textbook: Solomon, Zaichkowsky, Polegato “Consumer Behaviour: Buying, Having, and Being” reviewed 4 chapters.
2010 Chapter review for “A Stakeholder Approach to Corporate Social Responsibility, Adam Lindgren, editor
2011 Academy of Marketing Science
2010 Administrative Sciences Association of Canada (ASAC)
2010 Academy of Marketing Science Conference (AMS)
2009 Australia & New Zealand Marketing Academy Conference (ANZMAC)
2009 Association for Consumer Research
2009 ASAC Social Responsibility track
2009 World Marketing Congress
2008 Australia & New Zealand Marketing Academy Conference (ANZMAC)
2008 Track Chair, International Non Profit and Social Marketing Conference, Wollongong, Australia
2008 International Non Profit and Social Marketing Conference, Wollongong, Australia
2007 Cross Cultural Research Conference
2007 Administrative Sciences Association of Canada Annual Conference
2007 American Marketing Association Educators’ Summer Conference
2007 European Association for Consumer Research Annual Conference
2006 Administrative Sciences Association of Canada Annual Conference
2006 American Marketing Association Educators’ Summer Conference
2006 Social Marketing Advances in Research and Theory Conference
2005 Administrative Sciences Association of Canada Annual Conference
2004 Association for Consumer Research, Annual Conference
2004 Society for Consumer Psychology Annual Conference
2003 Association for Consumer Research, Annual Conference
2002 Association for Consumer Research, Annual Conference
2002 Society for Consumer Psychology Winter Conference
2001 8th Annual Cross Cultural Conference, Annual Conference
2001 Association for Consumer Research, Annual Conference
2001 Society for Consumer Psychology, Annual Conference
2000 Atlantic Marketing Annual Winter Conference
1997 American Marketing Association, Summer Educators' Conference

Grant Reviewing

Canada Research Chairs review August 2017
SSHRC Insight Grant review January 2014, January 2015, January 2016, January 2017

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SSHRC Standard Research Grant review, February 2007, January 2008, January 2010.

SSHRC National Review Committee in Ottawa February 2011

MITACS Accelerate Grant review January 2016

HUBrussel Doctoral Fellow Application, January 2011.

Community Workshops Conducted

Cause-related Marketing from the Nonprofits Perspective. April 2012: Presented at the Next Level Workshop, Vancouver, British Columbia.

Are Consumers Seeing Red over Green Claims? January 2010: Presentation for the Horticulture Growers' Short Course, Abbotsford, British Columbia.

Introduction to Social Marketing Workshop, January 2008: Workshop for Alberta Employment, Immigration and Industry, Workplace Innovation and Continuous Improvement Branch.

Creating Connections: How to Create Company Collaborations May 2007: Community workshop to help nonprofits collaborate with companies.

Company Support for Employee Volunteerism, November 2006: Community workshop to share findings from Imagine Canada grant research.

Taking Social Marketing to the Next Level, June 2005: Served as program chairperson during initial planning stages then during study leave became program committee member. Managed all initial activities including a formative survey of potential attendees, securing speakers, and selecting site location. Also served as a speaker during the event.

Introduction to Social Marketing Workshop, June 2004: Planned and executed an introductory social marketing workshop for Lethbridge community members.

Mass Media and Practitioner Press

Greenhouse Canada Magazine, December, 2012. In *Certifiably Sustainable*, <http://www.greenhousecanada.com/content/view/3378/>.

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

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

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

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

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

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

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

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

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

Community Service

- Chair (2016, March), Meeting of the Minds student conference, University of Lethbridge
- Judge (2016) Student Speaker Challenge, ULSU, LPIRG, and SACPA joint initiative.
- Canvasser/Volunteer (2015, March-May). National Democratic Party, Lethbridge, AB. Conducted door to door canvassing during election period.
- Board of Directors, Nikka Yuko Japanese Gardens (2014, May—ongoing). Serve on Governance Board for Garden.
- Chair, Yanoshita Fund Committee, Nikka Yuko Japanese Gardens (2014, June—ongoing). Direct efforts to determine best use for a large donation to the Garden.
- Basil, D. Z. (2007) Text for painting by Hiroshi Shimazaki "Our World," Faculty of Management Exhibition, hosted in conjunction with the University of Lethbridge 40th Anniversary Homecoming Celebrations, Anton's, Lethbridge Lodge Hotel, Lethbridge, Canada.