

**CURRICULUM VITAE FOR
Barbara J. Phillips**

Rawlco Editor

Journal of Current Issues and Research in Advertising

Professor of Marketing

Department of Management and Marketing
Edwards School of Business
University of Saskatchewan

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Saskatoon, SK Canada
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ACADEMIC CREDENTIALS:

Doctor of Philosophy in Advertising, The University of Texas at Austin, 1996
Master of Arts in Advertising, The University of Texas at Austin, 1993
Bachelor of Commerce (Honours) in Marketing, The University of Manitoba, 1988

APPOINTMENTS AND PROMOTIONS (University of Saskatchewan):

Full Professor	July 1, 2004 to present
Awarded tenure	July 1, 1999
Associate Professor	July 1, 1997
Assistant Professor	July 1, 1996

PUBLICATIONS:

INVITED PUBLICATIONS:

Phillips, Barbara J. (2018), "Playing with Marketing Rhetoric," *Journal of Marketing Management*, 34 (15/16), 1362-1366. [Part of "Marketing (as) Rhetoric: Paradigms, Provocations, and Perspectives" series] (ABDC ranking = B)

Phillips, Barbara J. (2015), "Introduction to the Virtual Special Issue on Visual Rhetoric in Advertising," *Journal of Advertising*, May. (ABDC ranking = A)

REFERREED JOURNAL ARTICLES:

- Sanders, Ariel, Barbara J. Phillips, and David E. Williams (2021), "Sound Sellers: Musicians' Strategies for Marketing to Industry Gatekeepers," *Arts and the Market*, forthcoming. (ABDC = C).
- Caulfield, Jane, Michelle Day, and Barbara J. Phillips (2021), "Death in Advertising: The Last Taboo?" *International Journal of Advertising*, forthcoming. (ABDC = A)
- Pankiw, Stephanie, Barbara J. Phillips, and David E. Williams (2021), "Luxury Brands' Use of CSR and Femvertising: The Case of Jewelry Advertising, *Qualitative Market Research*, 24 (3), 302-325. (ABDC = B)
- Delbaere, Marjorie, Brittany Michael, and Barbara J. Phillips (2021), "Social Media Influencers: A Route to Brand Engagement for their Followers," *Psychology & Marketing*, 38 (1), 101-112. (ABDC = A)
- Phillips, Barbara J. (2020), "The Theory of Planned Behaviour," *Journal of Customer Behaviour*, 18 (4), 273-281. [Special Issue on Storytelling.] (ABDC = C)
- Phillips, Barbara J., Jennifer R. Sedgewick, and Adam D. Slobodzian (2019), "Spokes-Characters in Print Advertising: An Update and Extension," *Journal of Current Issues and Research in Advertising*, 40 (2), 214-228. (ABDC = B)
Ranked one of the top five "most influential" papers published in this journal in 2019, based on downloads.
- Phillips, Barbara J. and Dionne Pohler (2018), "Images of Union Renewal: A Content Analysis of Union Print Advertising," *Canadian Journal of Administrative Sciences*, 35, 592-604. (ABDC = B)
- Hess, Brooklyn and Barbara J. Phillips (2018), "Exploring Advertising Equity in Fashion Advertising," *Journal of Current Issues and Research in Advertising*, 39 (2), 192-205. (ABDC = B)
- Phillips, Barbara J. (2017), "Consumer Imagination in Marketing: A Theoretical Framework," *European Journal of Marketing*, 51 (11/12), 2138-55. (ABDC = A*)
- Phillips, Barbara J. (2016), "The Scrapbook as an Autobiographical Memory Tool," *Marketing Theory*, 16 (3), 325-346. (ABDC = B)
- Barry, Ben and Barbara J. Phillips (2016), "The Fashion Engagement Grid: Understanding Men's Responses to Fashion Advertising," *International Journal of Advertising*, 35 (3), 438-464. (ABDC = A)

- Barry, Ben and Barbara J. Phillips (2016), "Destabilizing the Gaze towards Male Fashion Models: Expanding Men's Gender and Sexuality Identities," *Critical Studies in Men's Fashion*, 3 (1), 17-35.
- Phillips, Barbara J., Jessica Miller, and Edward F. McQuarrie (2014), "Dreaming Out Loud on Pinterest: New Forms of Indirect Persuasion," *International Journal of Advertising*, 33 (4), 633-655. (ABDC = A)
- Phillips, Barbara J., Edward F. McQuarrie, and W. Glenn Griffin (2014), "The Face of the Brand: How Art Directors Understand Visual Brand Identity," *Journal of Advertising*, 43 (4), 318-332. (ABDC = A)
- Popa, Monica, Barbara J. Phillips, and Courtney Robertson (2014), "Positive Outcomes of Social Norm Transgressions," *Journal of Consumer Behaviour*, 13, 351-363. (ABDC = B)
- Phillips, Barbara J., Edward F. McQuarrie, and W. Glenn Griffin (2014), "How Visual Brand Identity Shapes Consumer Response," *Psychology & Marketing*, 31 (3), 225-236. (ABDC = A)
- McQuarrie, Edward F., Jessica Miller, and Barbara J. Phillips (2013), "The Megaphone Effect: Taste and Audience in Fashion Blogging," *Journal of Consumer Research*, 40 (1), 136-158. (ABDC = A*)
- Phillips, Barbara J. and Trina Sego (2011), "The Role of Identity in Disposal: Lessons from Mothers' Disposal of Children's Possessions," *Marketing Theory*, 11 (4), 435-454. (ABDC = B)
- Phillips, Barbara J. and Edward F. McQuarrie (2011), "Contesting the Social Impact of Marketing: A Re-Characterization of Women's Fashion Advertising," *Marketing Theory*, 11 (2), 99-126. (ABDC = B)
- Delbaere, Marjorie, Edward F. McQuarrie, and Barbara J. Phillips (2011), "Personification in Advertising: Using a Visual Metaphor to Trigger Anthropomorphism," *Journal of Advertising*, 40 (1), 119-129. (ABDC = A)
- Phillips, Barbara J. and Edward F. McQuarrie (2010), "Narrative and Persuasion in Fashion Advertising," *Journal of Consumer Research*, 37 (October), 368-92. (ABDC = A*)
- Phillips, Barbara J. and Edward F. McQuarrie (2009), "Impact of Advertising Metaphor on Consumer Beliefs: Delineating the Contribution of Comparison versus Deviation Factors," *Journal of Advertising*, 38 (1), 49-61. (ABDC = A)

- McQuarrie, Edward F. and Barbara J. Phillips (2008), "It's Not Your Father's Magazine Ad: Magnitude and Direction of Recent Changes in Advertising Style," *Journal of Advertising*, 37 (3), 95-106. (ABDC = A)
- Phillips, Barbara J. and Fred Phillips (2007), "Sink or Skim: Textbook Reading Behaviors of Introductory Accounting Students," *Issues in Accounting Education*, 22 (1), 21-44. (ABDC = A)
- McQuarrie, Edward F. and Barbara J. Phillips (2005), "Indirect Persuasion in Advertising: How Consumers Process Metaphors Presented in Pictures and Words," *Journal of Advertising*, 34 (2), 7-21. (ABDC = A)
- Phillips, Barbara J. and Wei-Na Lee, (2005), "Interactive Animation: Exploring Spokes-Characters on the Internet," *Journal of Current Issues and Research in Advertising*, 27 (1), 1-17. (ABDC = B)
- Phillips, Barbara J. (2005), "Working Out: Consumers and the Culture of Exercise," *Journal of Popular Culture*, 38 (3), 525-551.
- Phillips, Barbara J. and Edward F. McQuarrie (2004), "Beyond Visual Metaphor: A New Typology of Visual Rhetoric in Advertising," *Marketing Theory*, 4 (1/2), 111-134. (ABDC = B)
- Phillips, Barbara J. and Edward F. McQuarrie (2002), "The Development, Change, and Transformation of Rhetorical Style in Magazine Advertisements 1954-1999," *Journal of Advertising*, 31 (4), 1-13. (ABDC = A)
Reprinted in *Advertising & Society Review*, 6 (4), 2006.
- Phillips, Barbara J. (2000), "The Impact of Verbal Anchoring on Consumer Response to Image Ads," *Journal of Advertising*, 29 (1), 15-24. (ABDC = A)
- Phillips, Barbara J. and Barbara Goyerick (1999), "The Cow, the Cook, and the Quaker: Fifty Years of Spokes-Character Advertising," *Journalism and Mass Communication Quarterly*, 76 (4), 713-728.
- Phillips, Barbara J. (1997), "Thinking Into It: Consumer Interpretation of Complex Advertising Images," *Journal of Advertising*, 26 (2), 77-87. (ABDC = A)
Reprinted in Margaret Hogg's *Consumer Behavior II*, Sage Publications, 2005.
- Phillips, Barbara J. (1997), "In Defense of Advertising: A Social Perspective," *Journal of Business Ethics*, 16 (2), 109-118. (ABDC = C; FT50 journal)
Reprinted in Turkish translation, 2007.
- Callcott, Margaret and Barbara J. Phillips (1996), "Elves Make Good Cookies: Creating Likable Spokes-Character Advertising," *Journal of Advertising Research*, 36 (5), 73-79. (ABDC = A)

Phillips, Barbara J. (1996), "Defining Trade Characters and Their Role in American Popular Culture," *Journal of Popular Culture*, 29 (4), 143-158.
Reprinted in Ray B. Brown's *Profiles of Popular Culture: A Reader*,
University of Wisconsin Press, 2004.

BOOKS AND BOOK CHAPTERS:

McQuarrie, Edward F. and Barbara J. Phillips (2018), "A Rhetorical Theory of the Advertisement," in Shelly Rodgers and Esther Thorson's *Advertising Theory*, Second edition. New York, NY: Routledge, 227-240.

McQuarrie, Edward F. and Barbara J. Phillips (2016), *Visual Branding: A Rhetorical and Historical Analysis*, Northampton, MA: Edward Elgar Publishing.

McQuarrie, Edward F. and Barbara J. Phillips (2016), "How Digital Media Have Influenced the Visual Element in Advertising," in Paul Messaris and Lee Humphreys' *Digital Media: Transformations in Human Communication*, New York, NY: Peter Lang.

Phillips, Barbara J. (2014), "Spokes-characters: Assurance, Insurance, and Advice for Marketers" in Stephen Brown and Sharon Ponsonby-McCabe's *Brand Mascots and Other Marketing Animals*, Oxford, UK: Routledge, 165-174.

Barbara J. Phillips and Edward F. McQuarrie (2012), "Visual Rhetoric," in Hong Cheng's *The Handbook of International Advertising Research*, Wiley-Blackwell, Chapter 13.

McQuarrie, Edward F. and Barbara J. Phillips (Ed.) (2008), *Go Figure! New Directions in Advertising Rhetoric*, Armonk, NY: ME Sharpe.

Phillips, Barbara J. and Edward F. McQuarrie (2007). "Road Map or Secret Weapon? The Role of Conceptual Metaphor in Shaping Marketing Communications about Exercise," in Tina M. Lowery's *Psycholinguistic Phenomena in Marketing Communication*, Mahwah, NJ: Lawrence Erlbaum Associates, Inc, 135-154.

Phillips, Barbara J. (2003), "Understanding Visual Metaphor," in Linda M. Scott and Rajeev Batra's *Persuasive Imagery: A Consumer Response Perspective*, Mahwah, NJ: Lawrence Erlbaum Associates, Inc., 297-310.

Phillips, Barbara J. (2000), "The Entrepreneur's Marketing Source," in H. F. MacKenzie's *Contemporary Canadian Marketing Cases*, Scarborough, ON: Prentice Hall Canada Inc., 11-20.

Phillips, Barbara J. and Liza Stavchansky (1999), "Camels and Cowboys: How Junior High Students View Cigarette Advertising," in Carole Macklin and Les Carlson's *Advertising to Children: Concepts and Controversies*, Newbury Park, CA: Sage Publications, 229-249.

REFERREED CONFERENCE PUBLICATIONS:

McQuarrie, Edward F., Barbara J. Phillips, and Steven Andrews (2012), "How Relevant is Marketing Scholarship? A Case History with a Prediction," in Zeynep Gurhan-Canli, Cele C. Otnes, and Rui Zhu's *Advances in Consumer Research*, 40, Provo: UT, 342-348. (ABDC = B)

Hennig, Devon and Barbara J. Phillips (2012), "Understanding Viral Video Mavens," in Margaret Morrison's *Proceedings of the 2012 Conference of the American Academy of Advertising*, Knoxville, TN: University of Tennessee, 139-146.

Townend, Ryan W. and Barbara J. Phillips (1998), "Creating Effective Logos: Philosophies, Processes, and the Rules," in Judith Madill's *Marketing Proceedings of the Administrative Sciences Association of Canada 1998 Conference*, 19 (3), 109-116.

Phillips, Barbara J. (1996), "The Role of Advertising Trade Characters in Forming Product Perceptions," in Gary B. Wilcox's *Proceedings of the 1996 Conference of the American Academy of Advertising*, Austin, TX: University of Texas, 171-178.

Phillips, Barbara J. (1996), "Advertising and the Cultural Meaning of Animals," in Kim Corfman and John Lynch's *Advances in Consumer Research*, 23, Provo: UT, 354-360. (ABDC = B)
Reprinted in *Antennae: The Journal of Nature in Visual Culture* (2012), 23, 9-19.

INVITED REPORTS:

Phillips, Barbara J. (2015), "Introduction to the Virtual Special Issue on Visual Rhetoric in Advertising," *Journal of Advertising*, May.

Phillips, Barbara J. (2007), "My Life in Pictures: Ten Years of Studying Complex Advertising Images," *American Academy of Advertising Newsletter*, December, 4-5.

Edward F. McQuarrie and Barbara J. Phillips (2006), "Straight Up: Why Advertisers Use Metaphor Instead of Making Straightforward Claims," Association for Consumer Research website, www.acrwebsite.org.

Phillips, Barbara J. (2001), "I Regret to Inform You That Your Paper Stinks: A Guide for New Reviewers," *American Academy of Advertising Newsletter*, June, 2.

RESEARCH GRANTS: (Principal Investigator)

- Social Sciences and Humanities Research Council Grant – 2011 to 2014 (\$55,493)
Towards a Theory of Visual Brand Identity.
- Social Sciences and Humanities Research Council Grant – 2007 to 2010 (\$69,859)
Figures of Fashion: Visual Communication in Advertising.
- Social Sciences and Humanities Research Council Grant – 2002 to 2005 (\$55,656)
Working Out: Consumers and the Culture of Exercise.

HONOURS:

RESEARCH:

Editor-in-Chief, *Journal of Current Issues and Research in Advertising*: January 1, 2019 to December 31, 2021

Rawlco Scholar: July 1, 2007 to June 30, 2018

International Journal of Advertising Best Reviewer Award: 2017

Journal of Current Issues and Research in Advertising Reviewer Award: 2017

Canadian Journal of Administrative Sciences Outstanding Reviewer Award: 2010

Journal of Advertising Reviewer of the Year: 2009, 2002, 2000

Journal of Advertising Best Article Award: 2005, 2002

S. Watson and Elizabeth S. Dunn Award for Excellence in Advertising Research: 2004

The American Academy of Advertising Doctoral Dissertation Proposal Award: 1995

TEACHING:

USSU Teaching Excellence Award: 2017, 1997

Master Teacher Award at the University of Saskatchewan: 2012

Provost's Award for Outstanding Teaching in the Edwards School of Business: 2010

College of Commerce Most Effective Professor Award: 2002 and 2004

TEACHING EXPERIENCE: University of Saskatchewan

	<u>Number of Students Given a Final Grade</u>
<u>1996-2021</u>	
COMM 204: Introduction to Marketing (nine sections)	905
COMM 354: Consumer Behaviour (four sections)	165
COMM 450: Advanced Advertising Topics (one section)	25
COMM 451: Integrated Marketing Communications (22 sections)	757
COMM 457: Marketing and Popular Culture (fourteen sections)	326
COMM 458: Branding (eleven sections)	274
MBA 898: Marketing Communications (one section)	21
MKT 801: Designing Marketing Research (four sections)	17
MKT 857: Marketing and Popular Culture (one section)	3

Instructor for the Executive Development Program: 1998, 2000, 2005

UNDERGRADUATE HONOURS SUPERVISION (Most recent 5 years):

1997 to 2016 – Supervisor for 17 students

Lauren Greve, B. Comm. “The Persuasiveness of Mental Simulation versus Narrative Transportation in Eliciting Imagination Responses from Consumers.” 2017.

Michelle Day, B. Comm. “Death in Advertising: The Last Taboo?” 2018.

Philip (Max) Wallis, B. Comm. “Exploring Politeness Strategies in Charity Advertising.” 2019.

Tyra Tkatchuk, B. Comm. “Spokes-Characters on Social Media.” 2020.

GRADUATE SUPERVISION:

2000-2021 – Committee member for 12 students; external examiner for 2 students.

Lincoln Lu, M.Sc. Marketing. “Men’s Fashion in Political Advertising.” 2018.

Stephanie Pankiw, M.Sc. Marketing. “Understanding Consumer Responses to Corporate Social Responsibility Advertising Messages.” 2019.

Brittany Michael, M.Sc. Marketing. “Social Media Influencers: A Route to Brand Engagement for Their Followers.” 2019. (Co-supervisor).

Ariel Sanders, M.Sc. Marketing. “Sound Sellers: How Musicians Think About, Define, And Manage The Selling Of Their Sound.” 2020.

PROFESSIONAL PRACTICE:

Editor-in-Chief, *Journal of Current Issues and Research in Advertising*: 2019-2021.

Editorial Review Board, *Journal of Current Issues and Research in Advertising*: 2001-2018.

Editorial Review Board: *Journal of Advertising* 2000-2021.

Editorial Review Board: *Journal of Interactive Advertising* 2006-2021.

Editorial Review Board: *International Journal of Advertising* 2009-2021.

Ad hoc reviewer, American Academy of Advertising Conference: 1997-2021.

Ad hoc reviewer, *Marketing Theory*: 2003-2021.

Ad hoc reviewer, *Journal of Consumer Research*: 2014-19.

Ad hoc reviewer, *European Journal of Marketing*: 2016-2018.

Ad hoc reviewer. *Canadian Journal of Administrative Sciences*: 2010-2018.

Ad hoc reviewer, *Advances in Consumer Research* 1997-2015.

Reviewer, SSHRC Grants: 2004, 2005, 2006, 2008, 2012, 2013, 2020.

Reviewer, MITACS Accelerate Grant: 2016.

Reviewer, NSERC Grant 2010.

American Academy of Advertising Diversity Committee: 2021
American Academy of Advertising Strategic Planning Committee: 2016-2017
American Academy of Advertising Publications Committee: 2006-2008 (Chair 2008)

External assessor for Marketing tenure case:

New Mexico State University 2006, University of Texas at Arlington 2007.

External assessor for Marketing tenure and promotion case:

University of Lethbridge 2007, Bryant College 2011.

External assessor for Advertising tenure and promotion case:

Texas Christian University 2014, University of Florida 2017.

External assessor for Marketing promotion to full case:

University of Regina 2012, Dalhousie University 2015, Bryant University 2016,
Stockholm School of Economics 2016; Emerson College 2018.

External assessor for Advertising promotion to full case:

University of Colorado Boulder 2021

DEPARTMENT AND COLLEGE COMMITTEES:

Acting Department Head, Management and Marketing: February – June 2020

College Review Committee (tenure, promotion & merit): 2003-2004, 2007-2013, 2016-20

Branding Project Committee (chair): 2016-17

Research Strategy Advisory Group: 2017

PCS Scholar Selection Committee: 2016

Curriculum Review Committee: 2014-16

Grandey Scholar Committee: 2012

Research Pool Director: 2008-2010

Integrated Curriculum Review Committee: 2004-2005

Teaching Effectiveness Committee: 1997-2006

UNIVERSITY COMMITTEES:

Promotion Appeals Committee of Council: 2014-20

Master Teacher Selection Committee: 2012-17

Dean's Review Committee: 2014-15

Institutional Promise Advisory Committee: 2012

Presidential Advisory Committee on Positioning the University: 2009-2011

Commitment to Student Diversity, Working Group: 2008-2011

College of Commerce Dean's Search Committee: 2005

Golden Key Honour Society Advisor: 2003-2005

COMMUNITY ENGAGEMENT:

Planned and coordinated COMM 451 student teams in creating advertising campaigns for Wanuskewin Heritage Park (1996), Inner City Preschool Foundation (1997), MS Society (1998), YMCA (1998), Care and Share (2000), the Saskatoon Zoo Society (2000), CanadaTrader.com (2001), the Mendel Art Gallery Shop (2001), Saskatoon Tourism (2002), OpenDoor Cabinets (2003), Mane Concern (2004), Wison's Garden Centre (2005), Wiley's Jewellery (2007), Parkridge Centre (2008), the Saskatoon Hilltops (2009), Saskatoon Home Magazine (2010), the Native Plant Society of Saskatchewan (2011), the Saskatoon Symphony Orchestra (2014), Campus Medicine Shoppe Pharmacy (2015), Canadian Mental Health Services (2016), U of S Community Gardening courses (2017), U of S Huskies (2019), and Kate's Kitchen (2020).

Planned and coordinated COMM 458 student teams in creating branding campaigns for Edwards School of Business (2012), a new investment firm (2016), Ecobain Gardens (2017), and Saskatchewan Physiotherapy Association (2018).

Presented "Picture-Puzzles for Marketing Masterminds: Effective Use of Pictures in Advertising" at a community Pub Talk, February 2017.