

# Curriculum Vitae

## John Pelozza

Associate Professor of Marketing  
Vernon and William Smith Faculty Fellow

Gatton College of Business and Economics  
University of Kentucky  
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### Published Refereed Journal Articles:

Shang, Jingzhi and John Pelozza (2015), "Can 'Real Men' Consume Ethically? How Ethical Consumption Leads to Unintended Observer Inference," *Journal of Business Ethics*, forthcoming.

Green, Todd, Julie Tinson and John Pelozza (2016), "Giving the Gift of Goodness: An Exploration of Socially Responsible Gift-Giving," *Journal of Business Ethics*, 134 (1), 29-44.

Ye, Christine, J. Cronin, and John Pelozza (2015), "The Role of Corporate Social Responsibility in Consumer Evaluation of Nutrition Information Disclosure by Retail Restaurants," *Journal of Business Ethics*, 130 (2), 313-26.

Allen, Alexis and John Pelozza (2015), "Someone to Watch Over Me: The Integration of Privacy and Corporate Social Responsibility," *Business Horizons*, 58 (6), 635-42.

Pelozza, John, Christine Ye, and William J. Montford (2015), "When Companies Do Good, Are Their Products Good For You? How Corporate Social Responsibility Creates a Health Halo," *Journal of Public Policy & Marketing*, 34 (1), 19-31.

Green, Todd and John Pelozza (2015), "How Did the Recession Change the Communication of Corporate Social Responsibility Activities?" *Long Range Planning*, 48 (2), 108-22.

Green, Todd and John Pelozza (2014), "How Do Consumers Infer Corporate Social Responsibility? The Role of Organization Size," *Journal of Consumer Behaviour*, 13 (4), 282-93.

Kristofferson, Kirk, Katherine White, and John Pelozza (2014), "The Nature of Slacktivism: How the Social Observability of an Initial Act of Token Support Impacts Subsequent Prosocial Action," *Journal of Consumer Research*, 40 (6), 1149-66.

Green, Todd and John Pelozza (2014), "Finding the Right Shade of Green: The Effect of Advertising Appeal Type on Environmentally Friendly Consumption," *Journal of Advertising*, 43 (2), 128-141.

Pelozza, John, Katherine White, and Jingzhi Shang (2013), "Good and Guilt-Free: The Role of Self-Accountability in Influencing Preferences for Products with Ethical Attributes," *Journal of Marketing*, 77 (1), 104-119.

Peloza, John, Moritz Loock, James Cerruti, and Michael Muyot (2012), "Sustainability: How Stakeholder Perceptions Differ From Corporate Reality," *California Management Review*, 74-97.

Peloza, John and Jingzhi Shang (2011), "How Can Corporate Social Responsibility Activities Create Value for Stakeholders? A Systematic Review," *Journal of the Academy of Marketing Science*, 39 (1), 117-135.

Green, Todd and John Peloza (2011), "How Does Corporate Social Responsibility Create Value for Consumers?" *Journal of Consumer Marketing*, 28 (1), 48-56.

Merz, Michael, John Peloza, and Qimei Chen (2010), "Standardization or Localization? Using Corporate Philanthropy to Build the Reputation of Global Firms," *International Journal of Nonprofit and Voluntary Sector Marketing*, 15 (3), 233-252.

White, Katherine and John Peloza (2009), "Other-Benefit Versus Self-Benefit Marketing Appeals: Their Effectiveness in Generating Charitable Support," *Journal of Marketing*, 73 (4), 109-124.

Peloza, John (2009), "The Challenge of Measuring Financial Impacts from Investments in Corporate Social Performance," *Journal of Management*, 35 (6) 1518-1541.

Peloza, John and Loren Falkenberg (2009), "The Role of Collaboration in Achieving Corporate Social Responsibility Objectives," *California Management Review*, 51 (3), 95-113.

Peloza, John, Simon Hudson and Derek N. Hassay (2009), "The Marketing of Employee Volunteerism," *Journal of Business Ethics*, 85, 371-386.

Hassay, Derek N. and John Peloza (2009), "Building the Charity Brand Community," *Journal of Nonprofit & Public Sector Marketing*, 21 (1), 24-55.

Bertels, Stephanie and John Peloza (2008), "Running Just to Stand Still? Managing CSR Reputation in an Era of Ratcheting Expectations," *Corporate Reputation Review*, 11(1), 56-72.

Hudson, Simon, David Hudson and John Peloza (2008), "Meet The Parents: A Parents' Perspective on Product Placement in Children's Films," *Journal of Business Ethics*, 80, 289-304.

Papania, Lisa, Daniel Shapiro and John Peloza (2008), "Social Impact as a Measure of Fit Between Firm Activities and Stakeholder Expectations," *International Journal of Business Governance and Ethics*, 4, 3-16.

Peloza, John and Lisa Papania (2008), "Corporate Social Responsibility and Economic Performance: Stakeholder Salience and Identification," *Corporate Reputation Review*, 11(2), 169-181.

Peloza, John and Derek N. Hassay (2008) "Make Versus Buy Philanthropy: Managing Firm-Cause Relationships for Strategic and Social Benefit," *Journal of Nonprofit and Public Sector Marketing*, 19(2), 69-90.

Peloza, John and Derek N. Hassay (2007), "Does Vice Make Nice? The Viability and Virtuousness of Charity Lotteries," *Journal of Nonprofit and Public Sector Marketing*, 18(1), 57-80.

Peloza, John and Derek N. Hassay (2007), "A Typology of Charitable Support Behaviors: Towards a Holistic View of Helping," *Journal of Nonprofit and Public Sector Marketing*, 17 (1/2), 135-151.

Peloza, John, (2006) "Using Corporate Social Responsibility as Insurance for Financial Performance," *California Management Review*, 48(2), 52-72.

Peloza, John and Derek N. Hassay (2006), "Intra-Organizational Volunteerism: Good Soldiers, Good Deeds, and Good Politics," *Journal of Business Ethics*, 64(4), 357-79.

Peloza, John and Piers Steel (2005), "The Price Elasticities of Charitable Contributions: A Meta-Analysis," *Journal of Public Policy & Marketing*, 24(2), 260-72.

### **Books:**

Clow, Kenneth E., Donald E. Baack, and John Peloza (2012), *Integrated Marketing Communications*, First Canadian Edition. Pearson, Toronto.

### **Book Chapters:**

Peloza, John and Christine Ye (2012), "How Social Partnerships Build Brands, in *Social Partnerships and Responsible Business: A Research Handbook*. Routledge.

Hudson, Simon, Graham Miller and John Peloza (2006), "Approaches to Cause Related Marketing," in *Cause-Related Marketing: An Overview*. Hyderabad, India: ICFAI University Press, 141-150.

### **Refereed Conference Proceedings and Presentations:**

Green, Todd, John Peloza and Alexis Allen (2016), "The Bigger The Better? The Influence of Retailer Community Interdependence on Consumer Perceptions of Social Responsibility," European Marketing Association Conference, Oslo.

Ziegler, Alexander, John Peloza, Alexis Allen, and Lucas Hopkins (2015), "How Embarrassing For You (And Me): The Nature of Vicarious Embarrassment," presented at the AMA Winter Educators' Conference, Las Vegas.

Peloza, John, Meike Eilert and Alexis Allen (2016), "How Descriptive Norms Shape Prosocial Behavior," presented at the AMA Winter Educators' Conference, Las Vegas.

Ziegler, Alexander, John Peloza, Alexis Allen, and Lucas Hopkins (2015), "How Embarrassing For You (And Me): The Nature of Vicarious Embarrassment," presented at the Association for Consumer Research Conference, New Orleans.

Ye, Christine, Charles Hofacker, and John Peloza (2014), "How Does Online Trust Evolve Over Time? An Empirical Examination," presented at the AMA Summer Educators' Conference, San Francisco.

Jingzhi Shang and John Peloza (2014), "Can 'Real' Men Consume Ethically? How Ethical Consumption Leads to Unintended Observer Inferences," presented at the Academy of Marketing Science conference, Indianapolis.

Green, Todd, Julie Tinson and John Peloza (2013), "Giving the Gift of Goodness: An Exploration of Socially Responsible Gift-Giving," International Conference on Social Responsibility, Ethics and Sustainable Business, Bournemouth, UK.

Peloza, John and Christine Ye (2012), "Is Corporate Social Responsibility Good For You? How Corporate-Level CSR Impacts Perceptions of Product-Level Attributes," presented at a special session at the Association for Consumer Research conference, Vancouver.

Green, Todd and John Peloza (2012), "Finding the Right Shade of Green: The Effect of Appeal Type on Environmentally Friendly Consumption," presented at the AMA Marketing and Public Policy conference, Atlanta.

Green, Todd and John Peloza (2012), "Save the Planet or Save Some Money? How the Framing of Environmentally Friendly Behavior Affects Consumers," presented at the Academy of Marketing Science conference, New Orleans.

Ye, Christine, John Peloza, and J. Joseph Cronin (2012), "The Role of Corporate Social Responsibility in Consumer Evaluation of Nutrition Information Provision by Restaurants," presented at the Academy of Marketing Science conference, New Orleans.

Green, Todd and John Peloza (2011), "When The Going Gets Tough Do The Tough Keep Giving? Advertising Corporate Social Responsibility During a Recession," presented at the European Marketing Association Conference, Ljubljana.

Peloza, John and Todd Green (2011), "Do They Practice What We Preach? A Content Analysis of Social Responsibility Messages in Advertising," presented at the European Marketing Association Conference, Ljubljana.

Go, Jackie and John Peloza (2010), "Intention Attributions as a Mediator Between CSR Initiatives and Stakeholder Perceptions," presented at the Academy of Marketing Science conference, Portland.

Green, Todd and John Peloza (2010), "Do Consumers Value Corporate Social Responsibility in an Economic Downturn?" presented at the Academy of Marketing Science conference, Portland.

Green, Todd and John Peloza (2010), "How Does Corporate Social Responsibility Create Value for Consumers?" presented at the conference on Corporate Social Responsibility, Center for Leadership & Social Responsibility, University of Washington-Tacoma.

Falkenberg, Loren and John Peloza (2010), "Optimizing Partnership Selection in Firm-NGO Collaborations," presented at the Academy of Management conference, Montreal.

Peloza, John, Jingzhi Shang and Katherine White (2010), "Green and Guilt Free: The Role of Guilt in Determining the Effectiveness of Environmental Appeals in Advertising," *Advances in Consumer Research*, Jacksonville.

Peloza, John and Jingzhi Shang (2010), "It Leaves a Bad Taste in Your Mouth: The Impact of Negative Company Information on Consumption Experience," *Advances in Consumer Research*, Jacksonville.

Peloza, John (2010), "CSR – What Good Is It?," presented at the Administrative Science Association of Canada (ASAC) conference, Regina.

Peloza, John (2009), "What Good is Corporate Social Responsibility?" presented at the Academy of Management conference, Chicago.

Hudson, Simon, David Hudson and John Peloza (2008), "The Use of Cause-Related Marketing in the Tourism Industry," presented at the Administrative Science Association of Canada (ASAC) conference, Halifax.

Peloza, John and Loren Falkenberg (2008), "Using Collaboration to Improve Social Performance," presented at the European Marketing Academy Conference, Brighton, UK.

Peloza, John, Michael Merz and Qimei Chen (2008), "Standardization Versus Localization of Firms' Corporate Philanthropy Strategies When Entering Foreign Markets," Academy of Marketing Science Conference, Vancouver.

Bertels, Stephanie and John Peloza (2007), "Running Just to Stand Still: Managing CSR Reputation in an Era of Ratcheting Expectations," presented at the European Marketing Academy Conference, Reykjavik, May.

Papania, Lisa and John Peloza (2007), "Social Impact as a Measure of Fit Between Firm Activities and Stakeholder Expectations." presented at the International Center for Corporate Accountability CSR conference, Baruch College, New York, June.

Papania, Lisa, Daniel Shapiro and John Peloza (2007), "Social Impact as a Measure of Fit Between Firm Activities and Stakeholder Expectations," presented at the 10<sup>th</sup> International Conference on Corporate Governance & Board Leadership, Henley Management College, UK, October.

Peloza, John and Loren Falkenberg (2007), "A Framework for Firm-NGO Collaboration," presented at the Administrative Science Association of Canada (ASAC) conference, Ottawa, June (**Winner: Best Paper Award, Social Responsibility Division**).

Peloza, John and Lisa Papania (2007), "Corporate Social Responsibility and Economic Performance: A Stakeholder Identification Model," presented at the International Center for Corporate Accountability CSR conference, Baruch College, New York, June.

Peloza, John, Micahel Merz and Qimei Chen (2006), "Standardization or Localization? Using Corporate Philanthropy to Build the Reputation of Global Firms," presented at the 2<sup>nd</sup> conference on Corporate Social Responsibility, Humboldt-University, Berlin, October.

Peloza, John and Katherine White (2006), "Helping Charities Help Themselves: Marketing Communications and Prosocial Behaviors," special session accepted for presentation at the 2006 *Society for Consumer Psychology* (SCP) conference, Miami, February.

Steel, Piers and John Peloza (2006), "Hitting The Sweet Spot: Balancing Equity and Equality for Wealth and Happiness," presented at the *Academy of Management Conference*, Atlanta.

Hassay, Derek N. and John Peloza (2005), "FUNdraising: Having Fun While Raising Funds," *Advances in Consumer Research*, Vol. 32, Geeta Menon Akshay R. Rao, eds. Duluth, MN: Association for Consumer Research, 605.

Peloza, John (2005), "Corporate Social Responsibility as Reputation Insurance," presented at the 2<sup>nd</sup> *Annual Corporate Social Performance Conference*, Haas School of Business, University of California, Berkeley, April.

Peloza, John, Derek N. Hassay and Simon Hudson (2005), "Branding Corporate Philanthropy," presented at the *Academy of Marketing Science (AMS) Annual Conference*, Tampa Bay, May.

Peloza, John (2004), "Antecedents of Strategic Volunteerism: Employee Volunteerism as Strategic Philanthropy," *Proceedings of the Social Marketing Advances in Research and Theory Conference*, Vol. 1, Debra Basil, ed. Lethbridge, AB: University of Lethbridge and The Society for Consumer Psychology, 49-50 (**Winner: Best Student Paper Award**).

Peloza, John and Derek N. Hassay (2004), "When Vice Makes Nice: The Viability and Virtuousness of Charity Lotteries," *Proceedings of the Marketing and Public Policy Conference*, Debbie Scammon, Marlys Mason and Rob Mayer, eds. Chicago, IL: American Marketing Association, 156-159.

Peloza, John and Derek N. Hassay (2004), "A Typology of Charitable Support Behaviors: Towards a Holistic View of Helping," *Proceedings of the Social Marketing Advances in Research and Theory Conference*, Vol. 1, Debra Basil, ed. Lethbridge, AB: University of Lethbridge and The Society for Consumer Psychology, 49-50.

### **Other Publications:**

Clow, Kenneth E., Donald Baack, and John Peloza (2012), *Integrated Advertising, Promotion, and Marketing Communications, First Canadian Edition*, Pearson.

Peloza, John and Jingzhi Shang (2011), *Investing in CSR to Enhance Customer Value*, Conference Board, New York.

Peloza, John (2010), "Is Corporate Social Responsibility Profitable?" *Redefining Profitability*, Simon Fraser University.

Peloza, John (2010), "In The Sustainability Discourse, Why is Marketing a Dirty Word?" *Accelerating Social Innovation*, Simon Fraser University.

### **Invited Presentations:**

Peloza, John, Meike Eilert, and Alexis Allen (2015), "How Descriptive Norms Impact Prosocial Behavior," presented at Brock University, Ontario, Canada.

Peloza, John (2011), "Investing in CSR to Enhance Customer Value," presented at the Conference Board Corporate Citizenship and Sustainability Conference, Washington DC.

Peloza, John (2010), Sustainability symposium participant, Administrative Science Association of Canada (ASAC), Regina.

Peloza, John (2009), "Systematic Reviews," part of a panel discussion at the Academy of Management meeting, Chicago.

Peloza, John and Ron Yachnin (2008), "Valuing Sustainability in Business," presented at the Conference Board National Corporate Social Responsibility Conference, Toronto.

### **TEACHING ACCOLADES**

TD Canada Trust Distinguished Teacher Award, Simon Fraser University – 2009 SFU Faculty of Business Teaching Honor Roll – 2006-2008, 2008-2009, 2009-2010

Most Recent Teaching Evaluations:

- MKT 450: 3.65 out of 4.
- B&E 327: 3.87 out of 4.

**ACADEMIC/RESEARCH GRANTS**

2016 - present	Vernon and William Smith Faculty Fellowship
2013	Competitive Summer Research Grant (\$12,000)
2012	First Year Assistant Professor Grant (\$17,000) Dunlap Scholar – Florida State University (\$12,000)
2011	SSHRC Small Grant (\$6,067)
2010	Dean’s Resarch Grant – SFU FBA (\$15,000) SSHRC small travel grant (\$600) SFU FBA travel grant (\$1,000)
2009	SSHRC Standard Research Grant - \$78,347 (sole investigator, fully funded, including two research time stipends) SSHRC Small Grant - \$3,715
2008	SFU Travel Grants (\$2,750 and \$1,750)
2007	Research Network for Business Sustainability – Valuing Sustainability (\$25,000) Endowed Research Fellowship – SFU FBA (\$5,000) SFU Faculty of Business Grant (\$10,000) SFU FBA travel grants (\$2,000 and \$3,000)
2006	President’s Research Grant (\$10,000) SSHRC small travel grant (\$600) SFU FBA travel grant (\$4,400)
2005	SSHRC Doctoral Fellowship (\$40,000) Canadian Centre for Philanthropy Research Grant (\$11,235) Haskayne School of Business, Graduate Research Scholarship (\$2,050) Graduate Scholar, Institute for Advanced Public Policy Research (\$4,100) AMA Nonprofit Travel Grant Scholarship (\$1,500) Graduate Students Association Travel Fund (\$500)
2004	Haskayne School of Business, Graudate Research Scholarship (\$4,100) University of Calgary Grants Committee (\$1,000) Haskayne School of Business Projects Fund (\$1,000) Graduate Students Association Travel Fund (\$500)
2003	Haskayne School of Business, Graduate Research Scholarship (\$2,000)

**ACADEMIC/RESEARCH AWARDS, RECOGNITION AND ACHIEVEMENT**

2012	Dunlap Scholar, Department of Marketing, Florida State University
2009	Research Honour Roll, Simon Fraser University (2006-2011)
2008	Excellence in Research Award – Simon Fraser University
2007	Top Paper, Social Responsibility Division, Adminstrative Sciences Association



of Canada  
 2005 Fellow, AMA Doctoral Consortium  
 2004 Top Student Paper Award – Social Marketing Advances in Research and Theory Conference, Kananaskis, Alberta

### **EDUCATION**

2006	Doctor of Philosophy in Management Major: Marketing Minor: Psychology	Haskayne School of Business University of Calgary (AACSB) Calgary, Alberta
1993	Bachelor of Business Administration Major: Marketing	Wilfrid Laurier University (AACSB) Waterloo, Ontario
2007	Art and Craft of Discussion Leadership	Harvard University

### **SCHOLARLY SERVICE**

- Associate Editor, *Business & Society* (June 2015 – present)
- Points of Light Civic 50, Academic Panel Advisor, 2014 - present
- Impact 2030 (UN Corporate Volunteering Initiative), Measurement Working Group Chair, 2014 - present
- Editor, Valuing Sustainability Knowledge Forum, Network for Business Sustainability (University of Western Ontario), 2008 - present
- Member, Editorial Review Board, *Journal of Nonprofit and Public Sector Marketing*
- Ad Hoc Reviewer, *Journal of Marketing*, *Journal of Marketing Research*, *Journal of Consumer Research*, *Journal of the Academy of Marketing Science*, *Journal of Business Ethics*, *California Management Review*, *Journal of Management*, *Journal of Business Research*

### **UNIVERSITY/COLLEGE/DEPARTMENT SERVICE**

- University of Kentucky (2015-2016), Undergraduate Studies Committee
- University of Kentucky, Gatton Faculty Council (2014-present), Merit Review Committee (2014 – present), Doctoral Program Committee (2014 – present), Library Committee (2014-2015)
- Marketing Doctoral Program Director, Florida State University, December 2011 – June 2013
- Subject Pool Administrator, Florida State University, April 2013 – May 2014
- Florida State University: Marketing Strategic Planning Committee, College of Business Ethics Committee
- Simon Fraser University: Marketing Area Coordinator (September 2010 – April 2011), Teaching Effectiveness Committee, Undergraduate Curriculum Committee, Research Committee, Case Competition Committee

## **PREVIOUS POSITIONS**

- 2010 – present      Adjunct Marketing Faculty  
*Rotterdam School of Management, Rotterdam, Netherlands*
- 2013 – 2014      Associate Professor, Marketing  
*Florida State University, Tallahassee, Florida*
- 2011 – 2013      Assistant Professor, Marketing  
*Florida State University, Tallahassee, Florida*
- 2006 – 2011      Assistant Professor, Marketing  
*Simon Fraser University, Burnaby, British Columbia*
- 2002 – 2003      Director, Communications  
*Canadian Cancer Society, Alberta/N.W.T. Division, Calgary*
- 2000 – 2002      Managing Director/Director, Response Marketing  
*TBWA Worldwide, Calgary/Vancouver*
- 1998 – 2000      Group Account Director  
*Cossette Marketing Communications, Toronto and Vancouver*
- 1998              Marketing Manager  
*Royal Bank of Canada, Toronto*
- 1997              Senior Account Manager  
*Rapp Collins Worldwide, Toronto*
- 1996              Account Manager  
*J. Walter Thompson, Toronto*
- 1993 - 1995      Account Coordinator  
*Quarry Communications, Waterloo, Ontario*