

**Curriculum Vitae**  
**John Peloza**  
*Associate Professor of Marketing*

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**Published Refereed Journal Articles:**

Peloza, 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.

### **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, 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*, forthcoming.

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*, forthcoming.

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.

## **Research in Progress:**

Kristofferson, Kurt, Katherine White, and John Peloza, "Turning Slacktivists Into Activists: How the Public Versus Private Nature of an Initial Act of Symbolic Support Impacts Subsequent Prosocial Action," under revision for 2<sup>nd</sup> round review at *Journal of Consumer Research*.

Green, Todd and John Peloza, "How The Recession Changed Corporate Social Responsibility? A Content Analysis of CSR Advertising," conditionally accepted at *Long Range Planning*.

Green, Todd and John Peloza, "Finding the Right Shade of Green: The Effect of Advertising Appeal Type on Environmentally Friendly Consumption," preparation for resubmission (3rd round) to *Journal of Advertising*.

Green, Todd and John Peloza, "The Bigger the Better or Small is Beautiful? The Influence of Interdependence on Consumer Perceptions of Corporate Social Responsibility," preparation for review at *Journal of Retailing* (reject and resubmit).

Peloza, John, Christine Ye, and William Montford, "Is Corporate Social Responsibility Good For You? How CSR Influences Perceptions of Consumer Well-Being," under review at *Journal of Public Policy & Marketing*.

Peloza, John and Jingzhi Shang, "Do 'Real' Men Support Corporate Social Responsibility? The Unintended Identity Effects of Prosocial Behavior," preparation for submission to *Journal of the Academy of Marketing Science*.

Peloza, John, Michael Hartline and Karen Hood, "The Forgotten Stakeholder: How Legislators View Corporate Philanthropy," preparation for submission to *MIT Sloan Management Review*.

Shang, Jingzhi and John Peloza, "Who's Working in the Kitchen Today? How the Hiring of Stigmatized Populations Creates a Social Responsibility Backfire Effect," preparation for submission to *Journal of Consumer Research*.

Allen, Alexis, John Peloza and Mike Brady, "Stop The Hate: How Corporate Social Responsibility Curbs Dysfunctional Customer Behavior," preparation for submission to *Journal of Marketing*.

Ye, Christine, Charles Hofacker, and John Peloza, "How Trust Evolves: An Examination of the Dynamic Trust Concept in an Online Environment," preparation for submission to *Journal of Marketing*.

Green, Todd, Julie Tinson and John Peloza, "Giving the Gift of Goodness: An Exploration of Socially Responsible Gift-Giving," preparation for submission to *Journal of Business Ethics*.

Peloza, John, Todd Green and Jingzhi Shang, "Do They Practice What We Preach? How Managers Use Corporate Social Responsibility Communications to Influence Consumers," preparation for submission to *California Management Review*.

## **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 (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: MAR5107 (Marketing Ethics and Social Responsibility):

- 1.3 out of 5 (1 is excellent).

## **ACADEMIC/RESEARCH GRANTS**

2013	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 Research 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, Graduate 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, Administrative 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	Wilfrid Laurier University (AACSB)



2007	Major: Marketing Art and Craft of Discussion Leadership	Waterloo, Ontario Harvard University
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## **SCHOLARLY SERVICE**

- Editor, Valuing Sustainability Knowledge Forum, Network for Business Sustainability (University of Western Ontario)
- Marketing Doctoral Program Director, Florida State University, December 2011 – present
- Subject Pool Administrator, Florida State University, April 2013 – present
- 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
- 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 Business Ethics*, *California Management Review*, *Journal of Management*, *Journal of Business Research*

## **PREVIOUS POSITIONS**

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| 2006 – 2011 | Assistant Professor, Marketing<br><i>Simon Fraser University, Burnaby, British Columbia</i>  |
| 2002 – 2003 | Director, Communications<br><i>Canadian Cancer Society, Alberta/N.W.T. Division, Calgary</i> |
| 2000 – 2002 | Managing Director/Director, Response Marketing<br><i>TBWA Worldwide, Calgary/Vancouver</i>   |
| 1998 – 2000 | Group Account Director<br><i>Cossette Marketing Communications, Toronto and Vancouver</i>    |
| 1998        | Marketing Manager<br><i>Royal Bank of Canada, Toronto</i>                                    |
| 1997        | Senior Account Manager<br><i>Rapp Collins Worldwide, Toronto</i>                             |
| 1996        | Account Manager<br><i>J. Walter Thompson, Toronto</i>  |
| 1993 - 1995 | Account Coordinator<br><i>Quarry Communications, Waterloo, Ontario</i>                       |