

# CURRICULUM VITAE

## TODD GREEN

Marketing, International Business and Strategy  
Goodman School of Business  
Brock University  
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### Current Academic Role

Associate Professor, Marketing; Marketing, International Business and Strategy Division,  
Goodman School of Business, Brock University.

### Previous Academic Role(s)

Assistant Professor, Marketing; Marketing, International Business and Strategy Division,  
Goodman School of Business, Brock University, 2014-2017.

Lecturer, Marketing; Marketing and Retail Division, University of Stirling, 2012-2014.

Sessional Lecturer, Beedie School of Business, Simon Fraser University, 2010-2012.

### Research Interests

Corporate Social Responsibility, Environmentally Friendly Consumption Behaviour, Social  
Responsibility and Creative Industries, Ethical Consumer Behaviour, and Music Consumption.

### Education

**PhD, Marketing** **2012**

*Beedie School of Business, Simon Fraser University, Vancouver, British Columbia*

*Supervisor: Dr. John Pelozo*

*Dissertation title: Corporate social responsibility communication: firm strategies and consumer responses*

**Master of Business Administration, Strategic Marketing** **2007**

*DeGroot School of Business, McMaster University, Hamilton, Ontario*

**Bachelor of Science, Business Administration, Finance (Cum Laude)** **2000**

*Seton Hall University, South Orange, New Jersey*

## **Published Refereed Journal Articles**

Allen, Alexis, Todd Green, Michael Brady, and John Peloza (2020). Can Corporate Social Responsibility Deter Consumer Dysfunctional Behavior? *Journal of Consumer Marketing*, forthcoming.

[5-year impact factor for JCM was not found]

Green, Todd, John Peloza, and Alexis Allen (2018), "The Influence of Retailer Size on Consumer Responses to Social Responsibility Initiatives", *Journal of Consumer Behaviour*, forthcoming.

[5-year impact factor for JCB is 1.808] (Cited 2 times (Google Scholar))

Sinclair, Gary, and Todd Green, (2016), "Download or stream? Steal or buy? Developing a typology of today's music consumer," *Journal of Consumer Behaviour*, 15(1), 3-14.

[5-year impact factor for JCB is 1.808] (Cited 53 times (Google Scholar))

Green, Todd, Julie Tinson and John Peloza (2016) "Giving the gift of goodness: An exploration of socially responsible gift-giving," *Journal of Business Ethics*, 134 (1), 29-44.

[5-year impact factor for JBE is 2.814] (Cited 15 times (Google Scholar))

Green, Todd, Gary Sinclair and Julie Tinson, (2015) "Do They Know It's CSR At All? An Exploration of Socially Responsible Music Consumption," *Journal of Business Ethics*, 138(2), 231-246.

[5-year impact factor for JBE is 2.814] (Cited 16 times (Google Scholar))

Green, Todd, and John Peloza (2015), "How did the Recession Change the Communication of Corporate Social Responsibility Activities?" *Long Range Planning*, 48(2), 108-122.

[5-year impact factor for LRP is 6.619] (Cited 29 times (Google Scholar))

Green, Todd, and John Peloza (2014), "How Do Consumers Infer Corporate Social Responsibility? The Role of Organization Size," *Journal of Consumer Behaviour*, 13(4), 282-293.

[5-year impact factor for JCB is 1.808] (Cited 58 times (Google Scholar))

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

[5-year impact factor for JofA is 2.660] (Cited 87 times (Google Scholar))

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

[5-year impact factor for JCM was not found] (Cited 408 times (Google Scholar))

## **Refereed Conference Proceedings and Presentations**

Green, Todd and Gary Sinclair, (2018), The broken record: How the music industry is making sense of uncertainty and change, presented at 2018 Academy of Marketing, Stirling, Scotland.

Green, Todd, John Peloza and Alexis Allen, (2016) “The bigger the better? The influence of retailer community interdependence on consumer perceptions of social responsibility,” presented at 2016 European Marketing Academy Conference, Oslo, Norway.

Sinclair, Gary and Todd Green, (2015) “Pirates, Streamers, Mixed tapes and Technophobes: A Typology of Contemporary Digital Music Consumption (legal and illegal),” presented at 2015 Academy of Marketing annual conference, Limerick, Ireland. \*Nominated for Best Paper Award

Spence, Sabrina, Kai-Yu Wang, Narongsak Thongpapanl, Todd Green (2015), When Do Anticipated Guilt Ads Lead To Ethical Consumption? Identifying Moderating Variables From A Literature Review,” presented at 2015 Academy of Marketing Science Annual Conference, Denver, Colorado.

Green, Todd, Gary Sinclair and Julie Tinson, (2015) “Do They Know It’s CSR At All? An Exploration of Socially Responsible Music Consumption,” presented at 2015 Academy of Marketing Science World Congress, Bari, Italy.

Green, Todd, Julie Tinson and John Peloza (2013), “Giving the gift of goodness: An exploration of socially responsible gift-giving,” presented at 2nd International Conference on Social Responsibility, Ethics and Sustainable Business, Bournemouth University, Bournemouth, UK

Green, Todd and John Peloza (2012), “Save The Planet or Save Some Money? How the Framing of Environmentally Friendly Behaviour Affects Consumers,” presented at 2012 Academy of Marketing Science Annual Conference, New Orleans, Louisiana.

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

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

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 Academy Conference, Ljubljana, Slovenia.

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 Academic Conference on Social Responsibility, University of Washington, Tacoma, Washington.

Peloza, John, Jingshi Shang and Todd Green (2010), "This Just Tastes Bad: How Corporate Social Irresponsibility Impacts Consumption Experience," presented at the International Conference on Business and Sustainability, Portland State University, Portland, Oregon.

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, Oregon.

Green, Todd and John Peloza (2010), "How Does Corporate Social Responsibility Create Value For Consumers?," presented at the Academic Conference on Social Responsibility, University of Washington, Tacoma, Washington.

### **Working Papers**

Green, Todd and Gary Sinclair, The broken record: How the music industry is making sense of uncertainty and change, first round of revision at Canadian Journal of Administrative Sciences.

Green, Todd, John Peloza and Antonia Mantonakis, "It leaves a bad taste in your mouth: How corporate social responsibility impacts consumption experiences." In preparation for submission to Journal of Consumer Behaviour.

Shang, Joyce, John Peloza, and Todd Green, "The Backfire Effect of Hiring Stigmatized Populations", being prepared for submission to Journal of Consumer Behaviour.

### **Academic/Research Grants**

2015	Goodman School of Business – Match of the Minds Grant
2012	SFU Graduate Fellowship, \$3,125 (Summer)
2012	Graduate Studies Research Support, \$6,250 (Winter)
2011	SFU Graduate Fellowship, \$6,250 (Fall)
2011	Student Scholarship - Conference for Social Responsibility, University of Washington, Tacoma (approximately \$500)
2011	SFU Travel Grant, \$1,250
2011	SFU Graduate Fellowship - \$3,125 (Summer)
2010	Student Scholarship - Conference for Social Responsibility, University of Washington, Tacoma (approximately \$500)
2010	SFU Graduate Fellowship - \$6,250 (Fall)
2010	SFU Travel Grant - \$1,000
2010	Faculty of Business Administration Contribution - \$5,000
2009	SFU Graduate Fellowship - \$6,250 (Winter)
2009	SFU Graduate Fellowship - \$6,250 (Summer)
2009	Faculty and Business Administration Contribution - \$5,000
2008	SFU Graduate Fellowship - \$6,250 (Fall)

## **Teaching Experience**

Marketing Communication (MBA), Summer 2020  
Marketing Management (MBA), Winter 2020  
Marketing Communication, Winter 2020  
Marketing Communication, (MBA) Fall 2019  
Marketing Communication, Fall 2019  
Marketing Communication, Summer 2019 (4.8/5)  
Marketing Communication (MBA), Summer 2019 (4.18/5)  
Marketing Communication (MBA), Winter 2019 (4.78/5)  
Marketing Communication, Winter 2019, (4.85/5)  
Consumer Behaviour (MBA), Fall 2018, (4.29/5)  
Marketing Communication, Fall 2018, (4.74/5)  
Marketing Communications, Summer 2018 (4.67/5)  
Marketing Communications, Winter 2018 (4.84/5)  
Consumer Behaviour (MBA), Winter 2018, (5/5)  
Marketing Communications, Fall 2017 (4.64/5)  
Marketing Communications, Fall 2016 (4.83/5)  
Marketing Communications, Domestic MBA, Winter 2017 (4.8/5)  
Marketing Communications, Winter 2017 (4.83/5)  
Marketing Communications Domestic MBA, Spring 2017 (5/5)  
Marketing Communications, ISP MBA, Spring 2017 (4.47/5)  
Introduction to Marketing, Fall 2016, (4.56/6)  
Marketing Communication Domestic MBA, Spring 2016, (4.8/5)  
Introduction to Marketing, Fall 2015, (4.63/5)  
Consumer Behaviour (Domestic MBA), Fall 2015, (4.43/5)  
Marketing Communications (MBA ISP), Summer 2015 (4.54/5)  
Marketing Communications, Summer 2015 (4.52/5)  
Introduction to Marketing, Spring 2015 (4.53/5)  
Introduction to Marketing, Spring 2015 (4.78/5)  
Services Marketing, Fall 2014, (4.75/5)

***Lecturer, Singapore Institute of Marketing (on behalf of Institute for Retail Studies, University of Stirling)***

Marketing Communications (Summer 2013)

***Lecturer, Marketing and Retail Division, University of Stirling  
(Note: they do not provide course evaluations at Stirling)***

Marketing Ethics 2014  
Marketing Strategy - 2013, 2014  
Critical Thinking - 2013  
The Environment - 2013  
The Firm – 2012, 2013  
Understanding Consumers - 2012, 2013

Brands and Branding -2012, 2013

***Sessional Lecturer, Simon Fraser University***

Integrated Marketing Communications, Summer 2012 (3.72/4)  
Marketing and Society/Marketing Ethics, Spring 2012 (3.76/4)  
Marketing and Society/Marketing Ethics, Fall 2011 (3.76/4)  
Marketing and Society/Marketing Ethics, Summer 2011 (3.71/4)  
Marketing and Society/Marketing Ethics, Spring 2011 (3.73/4)  
Introduction to Marketing, Spring 2011 (3.62/4)  
Introduction to Marketing, Fall 2010 (3.27/4)  
Marketing and Society/Marketing Ethics, Spring 2010 (3.83/4);

***Teaching Awards and Recognition***

RATED Teaching Award Nominee, Stirling University, 2014  
TD Canada Trust Distinguished Teaching Award recipient, 2012  
Simon Fraser Faculty of Business Teaching Honour Roll, 2010 – 2011, 2011-12

**Master, Sustainability at Brock University Supervision**

2018-20 – First Supervisor, Mr. Connor Thompson, ESRC, Brock University  
2019-21 – First Supervisor, Ms. Erica Harper, ESRC, Brock University

**Dissertation Supervision**

2016-2018 – Third Supervisor, Mr. Francis Lau, MSc Dissertation, Goodman School of Business  
2016- 2017 – Third Supervisor, Ms. Yidan Jia, MSc Dissertation, Goodman School of Business  
2014-2015 – Third Supervisor, Ms. Sabrina Spence, MSc Dissertation, Goodman School of Business  
2013-2014 – Supervised nine Undergraduate Marketing Dissertations  
2012-2013 – Supervised five Undergraduate Marketing and two Marketing Msc Dissertations

**Scholarly Service**

- Brock University Senate, Teaching and Learning Committee Member, starting Fall 2019
- Brock University Canada Games Academic Committee, current
- Ontario University Fair, Goodman School Representative, 2017-present
- Business Matters Panel Moderator, 2019
- Judge, Brock Leaders Citizenship Society Awards, 2019
- Judge, Canada's Next Top Advertising Executive, McMaster University, 2017- present
- Goodman School of Business Teaching Excellence Committee, 2018 - present
- Enactus, Faculty Advisor 2016-18
- Business Matters Panel Discussion, Organizer and Moderator, April 2017
- ICBC Case Competition Coach, 2016 - present
- Service Learning Projects, 2014-present

- Meeting of the Minds Program, Faculty Supervisor, Summer 2015
- MBA Independent Study Supervisor, Summer 2015
- Organized and developed Music Matters panel discussion, March 2015
- Assisted with coaching at ICBC, Kingston, Ontario, January 2015
- Track Chair, Social Responsibility and Ethics, 2014 Academy of Marketing Science Conference
- Divisional Research Director, Marketing and Retail Division, Stirling Management School
- Deputy Director, Research Centre for Consumers, Cultures and Society, Stirling Management School, 2013-14
- Research Ethics Committee, Stirling Management School, 2013-14
- Acting Program Director, MSc Marketing Programme, Stirling Management School, 2014.
- Completed Research Insights/Summaries for Network for Business Sustainability, 2010
- Coach, ICBC Case Competition, Queen's University, 2012
- Coach, Intercollegiate Marketing Competition, Simon Fraser University, 2011

### **Ad Hoc Reviewer**

- Ad Hoc Reviewer, *Journal of Management Studies*
- Ad Hoc Reviewer, *Business and Society*
- Ad Hoc Reviewer, *Journal of Business Ethics*
- Ad Hoc Reviewer, *Journal of Consumer Behaviour*
- Ad Hoc Reviewer, *Journal of Marketing Management*
- Ad Hoc Reviewer, *Technovation*

### **Conference Reviewer**

- European Marketing Academy Conference
- Academy of Management Conference
- Marketing and Public Policy Conference
- Academic Conference on Social Responsibility, University of Washington, Tacoma
- Academy of Consumer Research Conference
- Academy of Marketing Science Conference
- Administrative Sciences Association of Canada Conference
- ANZMAC Conference

### **Community Service**

2017-present Executive Director, Tomorrow's Voices Foundation  
 2016-18 Board Member, Momentum Choir  
 2015-18 Volunteer Marketing Consulting Services, Momentum Choir

### **Media Engagement**

NewsTalk 610, April 2019  
 NewsTalk 610, August 2018

Niagara Falls Review, 2016  
Business Insider, October 2015  
Business Insider, August 2015  
CBC Whitehorse (radio interview), August 2015  
CHIP 101.7 radio interview, August 2015,  
Business Insider, August 2015  
1310 News (radio interview), July 2015  
The Conversation, July 2015,  
Newstalk 1290 (radio interview), June 2015  
Newstalk 610 (radio interview), June 2015  
Globe and Mail, June 2015  
Niagara This Week, March 2015,  
Newstalk 610 (radio interview)  
Newstalk 610 (radio interview)



## Professional Experience

### **Executive Director**

**September 2017 - Present**

*Tomorrow's Voices Foundation*

- Founder and director responsible for managing the operations and fundraising initiatives
- Partner with artists and sports teams to provide performance opportunities for the choir
- Development of marketing materials and sponsorship package

### **Volunteer Marketing Consultant**

**June 2015- September 2016**

*Momentum Choir*

- Partnered with Momentum to develop a new fall concert in which they raised over \$10,000 through ticket and merchandise sales
- Assisted with social media, website elements, and promotional tactics for their concerts and the organization in general

### **Senior Marketing Analyst**

**August 2007 – June 2008**

*New Zealand Post, International Group, Wellington, New Zealand*

- Conducted research in order to complete internal product, customer, competitive landscape, and global postal, and courier market analyses
- Created fortnightly marketing intelligence updates outlining new products and innovations, consumer trends, and competitor trends

### **Researcher**

**April 2007 - June 2007**

*DeGroote School of Business, McMaster University, Hamilton, Ontario*

- Compiled research report on the feasibility of developing a new Postgraduate Business Program at the DeGroote School of Business that included competitive landscape, marketplace trends, and recommendations for shaping appropriate curriculum

### **Account Associate**

**March 2005 – August 2006**

*HKMB International Insurance Brokers, Toronto, Ontario*

- Responsible for daily service of large commercial insurance clients
- Lead pre-renewal meetings and renewal presentations to various clients including large, publicly-traded organizations and government agencies in Canada
- Member of team that serviced accounts worth over \$1.2 million in revenue to brokerage

### **Insurance Broker**

**April 2001 - March 2005**

*Marsh Canada, Toronto, Ontario*

- Partnered with representatives of over 25 different insurance markets and marketed numerous lines of insurance coverage including Property, Liability, Professional Liability, Directors and Officers, Crime, and Automobile
- Marketed insurance risks in both the domestic and international insurance market place and personally oversaw over \$12 million in insurance premiums on an annual basis

## Community Engagement and Interests

- Tennis, Competed on a Provincial, National and International level

- Fundraising Team Member on behalf of MBAs Without Borders, DeGroote School of Business
- Coordinator, United Way Events, HKMB International Insurance Brokers
- Student Athlete Mentor, Seton Hall University