

C. SCOTT RADER, PHD

CURRICULUM VITA



UNIVERSITY
of **ST. THOMAS**
MINNESOTA

Contact

c/o University of St. Thomas
Opus College of Business
Department of Marketing
2115 Summit Ave, Mail MCH 316
Saint Paul, MN 55105 USA
Em: srader@ (Note: To prevent spam bots from finding and using my email, I've left out the domain name of University of St. Thomas. You can Google it to complete my email address.)

Education

Aug 2009 **Doctor of Philosophy**
University of Tennessee
Major: Marketing Secondary Area: Consumer Behavior

Dec 2004 **Master of Business Administration**
University of Tennessee
Major: Marketing Secondary Area: Entrepreneurship

Jan 2001 **Bachelor of Arts**
State University of New York at Purchase College
Major: Media Studies Secondary Area: Asian Studies

Research Interests Consumer Experience, Consumer Culture Theory, Symbolic Consumption, New Product Development & Technology Innovation, Corporate Social Responsibility

Teaching Interests Marketing Principles, Communication Technology, Integrated Marketing Communications, Global Marketing, Product/Service Management, Sales/Sales Force Mgmt

Dissertation **Title:** Toward a Theory of Consumer Interaction with Mobile Technology Devices

Description: Within the purview of symbolic consumption and consumer meaning-making processes, I am exploring the nature of intimate consumer interaction with mobile technology devices (i.e. “gadgets”). Leveraging the theoretical perspective of symbolic interactionism, the research is an inductive, theory-building endeavor utilizing grounded theory methodology. Analysis is informed by interdisciplinary perspectives including psychology, sociology, product development, human factors and media theory. The purpose of the research is to develop a theoretical framework to illuminate the understudied phenomenon of consumer interactions with these pervasive and popular products.

Committee: Dr. Dan Flint (chair), Dr. David Schumann, Dr. Ernie Cadotte, Dr. Ronald Taylor

- Journal Articles (Refereed)** Kim, Sora and **Scott Rader**, “What They Can Do versus How Much They Care: Assessing Corporate Communications Strategies on Fortune 500 Websites,” *Journal of Communication Management*, Vol 14, Issue 1, January 2010.
- Conference Publications & Presentations (Refereed)** **Rader, Scott**, “Driving and Surviving: A Cross-Cultural Investigation of Truck Drivers’ Consumption-Related Experiences in the United States and Vietnam,” *2008 Society for Marketing Advances Annual Conference* (St. Petersburg, FL) Society for Marketing Advances.
- Kim, Sora, **Scott Rader** and Eric Haley, “Assessing Dominant Corporate Communication Strategies on Fortune 100 Company Web Sites: Corporate Ability versus Corporate Social Responsibility Focus,” *2007 Association for Education in Journalism and Mass Communication* (Washington, D.C.)
- Rader, Scott**, “A Phenomenological Inquiry into the Essence of the Technologically Extended Self,” *2007 Academy of Marketing Science World Congress* (Verona, Italy) Academy of Marketing Science.
- Research in Progress** **Rader, Scott** and Dan Flint, “Upwardly Mobile with No Place to Go: A Cross-Cultural Investigation into Truck Drivers’ Constrained Consumption Experiences in the United States and Vietnam,” *Journal of Marketing Theory and Practice*, revision and resubmission.
- Bonney, Leff and **Scott Rader**, “Purple Squirrels vs. Gray Squirrels: An Exploration of Deviance Among Salespeople,” work in progress.
- Lanier, Clinton D. and **Scott Rader**, “Fantasy Performance: Utilizing Literary Theory to Understand the Creative Nature of Fantasy,” *2010 Consumer Culture Theory Conference*, Madison, Wisconsin, under review.
- Lanier, Clinton D. and **Scott Rader**, “Contrasting Views of Consumer Fantasy: The Dialectical Marketing of Desire and Transcendence,” literature review stage.
- Teaching Experience**
- Principles of Marketing (Spring 2010, Fall 2009)
 - Communication Technology (Spring 2010)
 - Global Marketing Strategy: Senior Capstone Course (Summer 2008)
 - Integrated Marketing Communications (Spring 2008, Fall 2007, Summer 2007, Fall 2006)
 - Personal Sales and Sales Force Management (Spring 2007)
 - *Marketplace* Integrated Business Simulation (Summer 2006)
 - Database Systems for Business – Lab Assistant (Fall 2005)
 - Web Design & Multimedia – Northeast (Tennessee) State Community College (Spring 2002, Fall 2002)
 - Web Design & Multimedia – State University of New York at Purchase (Fall 1999, Spring 2000)

Invited Presentations

- “The Balanced Scholar: A Day in the Life Of,” UT College of Business Honors Banquet (Spring 2008)
- “Teaching Generation Tech,” PhD Teaching Preparation Seminar (Spring 2008, Spring 2007)
- “Leveraging Technology in the Classroom,” Special Presentation to Faculty/Staff of UT Marketing Department (Spring 2007)
- “Supporting Presentations with Microsoft PowerPoint,” Undergraduate Honors Leadership Special Seminar (Fall 2007)
- “Working in the Socialist Republic of Vietnam,” Alpha Kappa Psi Professional Business Fraternity (Spring 2007), Study Abroad Program (Fall 2006), Honors International Management (Fall 2006)
- “Business Customs and Practices in the United States,” Presentation to Management and Partners, PricewaterhouseCoopers Vietnam (2005)
- “The Future of Digital Media,” American Association of Copyright Lawyers, Princeton Club, New York City (1999)

Professional Affiliations

Member, American Marketing Association (AMA)
Member, Academy of Marketing Science (AMS)
Member, Society for Marketing Advances (SMA)
Member, Marketing Science Institute (MSI)
Member, Product Development and Management Assoc. (PDMA)

Industry Experience

Summary: 10 Years in Marketing, Product Development & Customer Management: E-Commerce/Information Technology

Los Angeles, CA
Jan 2005 – May 2005

ADI Consulting – Consultant

- Evaluated marketing and e-commerce strategies for financial consulting firms
- Ensured best practice compliance processes for “Fairness in Lending” procedures

Knoxville, TN
July 2003 – Dec 2004

University of Tennessee – Systems Analyst and Web Developer

- Redesigned and rebuilt web portals for the following programs: MBA, Professional MBA, Aerospace MBA, Supply Chain Forums, Sales Forecasting Forums
- Developed and administered Lotus Notes applications

Ho Chi Minh City
Vietnam
May 2004 – Aug 2004

PricewaterhouseCoopers – Consultant

- Developed integrated marketing campaign to target local Vietnamese enterprises with small- and medium-sized consulting solutions
- Developed and conducted executive workshops and focus groups to ascertain business process re-engineering challenges and provide executive education regarding enterprise resource planning solutions
- Developed and implemented information technology disaster recovery plan for international 5-star hotels in Ho Chi Minh City

- Johnson City, TN
Jan 2002 – May 2003
- The Business Journal – Journalist**
- Staff reporter and writer: business, e-commerce, marketing, telecommunications infrastructure
 - Engaged community and regional business and government leaders to research and publish CRM, IT infrastructure and e-commerce columns
- New York, NY
Tokyo, Japan
Apr 2000 – Nov 2001
- Primedia (About.com) – Vice President, Product Development & Customer Relationship Management**
- Managed planning, development and delivery of online advertising e-commerce service generating \$6 million in first year revenue (20% company total) for world's 6th largest web site
 - Hired, trained and managed CRM team (marketing and sales) to support online advertising service
 - Developed support documentation and sales force training program
- White Plains, NY
Sep 1995 – Mar 2000
- IBM – Senior Manager and Senior Programmer**
- Managed customer relationship management, quality control and training for *Prodigy*, America's then second largest online service
 - Integrated call center (customer support) operations for multiple call center acquisitions; three month deadline; \$2 million budget
 - Managed call center start-ups for Prodigy technical support facilities
 - Created customer-accessible knowledgebase and chat support service; \$8 million yearly savings from deferred contacts
 - Reduced human resources costs by 30% after analyzing business processes and developing automated Lotus Notes solutions

Honors/Awards

Academic

- Finalist in AMA TechSIG "Most Promising Dissertation" Competition
2008 AMA Summer Educator's Conference (San Diego, CA) 2008
- Selected as attendee to Society for Marketing Advances
2008 Doctoral Consortium (St. Petersburg, FL) 2008
- Selected as university representative at Marketing Science Institute's
Innovation & Co-Creation Conference (Seattle, WA) 2008
- Research Grant (\$3,000), Supply Chain Forum Fund: Dissertation 2008
- Research Grant (\$3,000), *Proffitt's* Endowment: Consumption
Lifestyles of Truck Drivers in the United States and Vietnam 2007
- *Sampson Enterprises* Graduate Teaching Award (College Nominated) 2007
- American Marketing Association (Knoxville) "Golden Apple" Award
for Outstanding Teaching (Student Nominated) 2006
- MBA Leadership Award, University of Tennessee 2005
- MBA Entrepreneurship Award: Best Business Plan (Cash Award) 2004
- Undergraduate *Cum Laude* distinction, State University of New York 2001

Industry & Personal Awards

- Outstanding Service Award, PricewaterhouseCoopers 2004
- President's Achievement Award for Efficiency Improvements, IBM 1999
- Eagle Scout Award (Highest Rank, Boy Scouts of America) 1992

Academic Service

- SMA Annual Conference – Reviewer, Consumer Behavior Track 2008
- BETS (Business Education for Talented Students) Marketing Seminar for African-American High School Honors Students 2008
- AMS World Congress – Reviewer, Consumer Behavior Track 2007
- Teaching Mentor for Business PhD Students from Abroad 2006 / 2007
- Participant/Panelist in University's Study Abroad Campaign 2007
- Guest Speaker/Panelist: Global Business Courses (Grad/Undergrad) 2006 / 2007