

John P. Nadeau, Ph.D.
Director and Associate Professor of Marketing
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Awards and Recognition

- 2014 **Outstanding Article of the Year (2013)**, *Journal of Marketing Education*
- 2013 **Best Paper**, Tourism and Sport Management Division, Administrative Sciences Association of Canada Conference, June 8-11, Calgary, Alberta (co-author)
- 2011-12 **Research Achievement Award (\$5000)**, Nipissing University
- 2010 **Honourable Mention**, Tourism and Sport Management Division, Administrative Sciences Association of Canada Conference, May 22-25, Regina, Saskatchewan (co-author)
- 2009 **Best Paper**, 3rd International Conference on Destination Branding and Marketing, December 2-4, Macau, China (lead author)
- 2009 **Best Paper**, Tourism and Sport Management Division, Administrative Sciences Association of Canada Conference, June 6-9, Niagara Falls, Ontario (co-author)
- 2008 **Best Paper**, Marketing Division, Administrative Sciences Association of Canada Conference, May 25-27, Halifax, Nova Scotia (lead author)
- 2006 **Honourable Mention**, International Business Division, Administrative Sciences Association of Canada Conference, June 3-6, Banff, Alberta (lead author)
- 2006 **Excellent Presentation**, Sprott Doctoral Symposium, April 6-7, Ottawa, Ontario
- 2003 - 07 **Sprott Graduate Award in Business** (\$5000/year), Carleton University
- 1999 **Best Paper**, Marketing Division, Administrative Sciences Association of Canada Conference, June 12-15, Saint John, New Brunswick (lead author)

External Research Funding

Year	Amount	Topic	Source
2011	\$7,900	Use of sport and recreation by municipalities to integrate newcomers and their families (primary investigator)	North Bay Newcomer Network
2008	\$117,778	The Interaction of Country Images with the Images of Mega-Events and Their Sponsors (primary investigator)	Standard Research Grant, Social Sciences and Humanities Research Council of Canada

External Administrative Funding

Year	Amount	Topic	Source
2010	\$200,000	BIOPOWER: Empowering the Skills, Knowledge and Know-how in Teaching and Learning Bio Energy Entrepreneurship (co-applicant)	Canada-EU Program for Co-operation in Higher Education, Training and Youth Projects (2010-2013); Human Resources and Skills Development Canada
2009	\$71,500	Biomass Innovation Centre (co-applicant)	Community Go-Green Fund

Internal Funding

Year	Amount	Topic	Source
2012	\$7,950	Publication Support Grants	School of Business, Nipissing University
2011	\$7,950	Publication Support Grants	School of Business, Nipissing University
2010	\$23,850	Publication Support Grants	School of Business, Nipissing University
2008	\$5,000	Internal Research Grant (primary investigator)	Nipissing University
2007	\$5,000	Start-up Research Grant (primary investigator)	Nipissing University

Education

2002 to 2007	Ph.D. in Management	<ul style="list-style-type: none"> Sprott School of Business, Carleton University, Ottawa, Ontario Dissertation: Personality Correlates of Response to Motivation-Based Branding Appeals of Developing Countries
1995 to 1998	Master of Management Studies, Marketing	<ul style="list-style-type: none"> Carleton University, Ottawa, Ontario Thesis: The Product and Country Images of NAFTA From a Canadian Retail Buyer Perspective
1991 to 1995	Bachelor of Commerce (Honours), Marketing	<ul style="list-style-type: none"> Carleton University, Ottawa, Ontario

Teaching and Administrative Experience

2012 to present	Director and Associate Professor , School of Business, Nipissing University, North Bay, Ontario	<ul style="list-style-type: none"> Responsible for approximately \$6 million in revenue, \$3.6 million in expenses, approximately 750 students and more than 300 course sections per year. Associate Faculty, School of Graduate Studies, Nipissing University (2013+) Taught Communications: Advertising and Promotion (MKTG 3416) Supervision: <ul style="list-style-type: none"> 2013/14 – Co-Supervisor for Master of Environmental Studies student (1) 2012/13 – 1 International Internship, 2 Community Organization Internships
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- 2011 to present **Adjunct Professor**, School of Human Kinetics, University of Ottawa, Ottawa, Ontario
- Committee Membership:
2012/13 – 1 Master’s
2011/12 – 1 Doctoral and 1 Master’s
- 2009 to 2014 **Adjunct Professor**, Laurentian University, Sudbury, Ontario
- Committee Membership:
2012/13, 13/14 - 1 Doctoral
2010/11 - 1 Master’s
2009/10 - 1 Master’s Thesis
- 2010 to 2012 **Associate Professor, Marketing**, School of Business, Nipissing University, North Bay, Ontario
- Taught Consumer Behaviour (MKTG 3126), Social Marketing (MKTG 3436) and Research in Management (ADMN 2136)
 - Supervision:
2011/12 – 1 Directed Studies Supervision
2010/11 – 1 Honours Thesis Supervision
- 2007 to 2010 **Assistant Professor**, Marketing, School of Business and Economics, Nipissing University, North Bay, Ontario
- Taught Consumer Behaviour (MKTG 3126), Social Marketing (MKTG 3436), Business-to-Business Marketing (MKTG 4427), and Research in Management (ADMN 2136)
 - Supervision:
2009/10 – 1 Honours Thesis and 1 Directed Studies Supervision
2008/09 – 6 Honours Theses and 1 Directed Studies Supervision
2007/08 – 1 Directed Studies Supervision
- 2006 **Lecturer**, Facility Management (SPAD 4256), School of Sports Administration, Laurentian University, Sudbury, Ontario
- 2004 **Lecturer**, Introduction to Marketing (BUSI 2204), Sprott School of Business, Carleton University, Ottawa, Ontario
- 1995 to 1996 **Teaching Assistant**, Introduction to Marketing, School of Business, Carleton University, Ottawa, Ontario

Professional Experience

- 2002 to Present **Consultant**
- Examined global perceptions of Canada and our agricultural products (client: Agriculture Canada)
 - Assessed the attitudes held toward MBA programs by prospective MBA students and identified important decision making criteria (client: Hewson Bridge + Smith)

- Investigated Canadian provincial and municipal governments' responses after the events of September 11th (client: Multiculturalism Program, Department of Heritage)

2000 to 2002

The Toronto Star, Toronto, Ontario

Market Development Specialist

- Key analytical role working across the organization as an internal consultant tasked to drive revenue and profit.
- Researched and formulated business plans for several advertising products
- Worked with Circulation to identify and implement an information technology solution for tracking subscription changes
- Provided training on use of the proprietary database for other group members

1998 to 2000

Tembec Inc., Toronto, Ontario

Market Analyst

- Implemented a structural process for the development of strategy for the Chemical Pulp business with Pulp Group executives
- Participated in the due diligence process during the 1999 acquisition of Crestbrook Forest Industries
- Key author of a \$100 million business plan approved by the Board of Directors
- Initiated and executed marketing communications, including marketing press releases and direct mail campaigns
- Completed a workflow analysis for the sales group and selected an IT solution to enhance communication effectiveness
- Monitored industry statistics and created internal reports to outline and predict market conditions

1996 to 1997

Nortel (Northern Telecom), Ottawa, Ontario

Marketing Specialist

- Communicated positioning of new product features to the global salesforce
- Established an Intranet-based employee communication program
- Conducted research and analysis for senior management

1996 to 1997

Graduate Students' Association (GSA), Carleton University, Ottawa, Ontario

- Elected as Vice President of Finance and Chief Financial Officer
- Allocated a budget of \$200,000 and monitored cash flows of \$1 million
- Implemented a strategy to develop a customer base for a new business venture

Professional Memberships

2010 to present

Academy of Marketing

2008 to present

Professional Member of the Canadian Institute of Marketing

2003 to present

Administration Sciences Association of Canada

Publication Summary

Publication Type	Frequency
Refereed Journals	28
Refereed Conferences	54
Non-refereed publications	12
Educational publications (peer reviewed)	2

Refereed Publications (Peer Reviewed)

- R John Nadeau, Norm O'Reilly and Louise Heslop (2015) "Cityscape Promotions and the Use of Place Images at the Olympic Games," *Marketing Intelligence & Planning*, 33(2).
- R Gashaw Abeza, Norm O'Reilly and John Nadeau (2014) "Sport Communication: A Multi-Dimensional Assessment of the Field's Development," *International Journal of Sport Communication*, 7(3), 289-316.
- R Judith Madill, Norm O'Reilly and John Nadeau (2014), "Financing Social Marketing Programs Through Sponsorship: Implications for Evaluating Social Marketing Programs," *Journal of Social Marketing*, 4(1), 22-37.
- R Anahit Armenakyan, Louise Heslop, John Nadeau, Norm O'Reilly and Irene Lu (2013), "Tell me who's your host and I'll tell you who you are: Olympic Games image before and after the 2008 and 2010 Olympic Games," *International Journal of Sport Management and Marketing*, 14 (1/2/3/4): 71-95.
- R John Nadeau, Norm O'Reilly and Louise Heslop (2013), "Linking Place, Mega-Event and Sponsorship Evaluations," *Journal of Product & Brand Management*, 22 (2), 129-141.
- R Louise Heslop, John Nadeau, Norm O'Reilly, and Anahit Armenakyan (2013), "Mega-event and Country Co-branding: Image Shifts, Transfers, and Reputational Impacts," *Corporate Reputation Review*, Special issue on Nation Branding, 16(1), 7-33. **Invited Paper**
- R David Finch, John Nadeau and Norm O'Reilly (2013), "The Future of Marketing Education: A Practitioner's Perspective," *Journal of Marketing Education*, 35(1), 54-67.

Outstanding Article of the Year Award

- R Armenakyan, A., Heslop, L.A., Nadeau, J., O'Reilly, N. and Lu, I.R.R. (2012) "Does hosting the Olympic Games matter?: Canada and Olympic Games images before and after the 2010 Olympic Games," *International Journal of Sport Management and Marketing*, 12(1/2), 111-140.
- R John Nadeau and Matthew Bradley (2012), "Observing the Influence of Affective States on Parent-Child Interactions and In-Store Purchase Decisions," *Journal of Consumer Behaviour*, 11(2), 105-114.
- R Eric MacIntosh, John Nadeau, Benoit Seguin, Norm O'Reilly, Cheri Bradish and David Legg (2012), "The Role of Mega-Sports Event Interest in Sponsorship and Ambush Marketing Attitudes," *Sport Marketing Quarterly*, 21(1), 43-52.

- R Norm O'Reilly, Louise Heslop and John Nadeau (2011), "The Sponsor-Global Event Relationship: A Business-to-Business Tourism Marketing Relationship?" *Journal of Sport & Tourism*, 16 (3), 231-257.
- R John Nadeau, Ann Pegoraro, D. Floyd Jones, Norm O'Reilly and Paulo Carvalho (2011), "Community Reflections and Attendance in Professional Sport: Diversity and Team-Market Congruence," *Journal of Sport Management*, 25(2), 160-180.
- R Alan Kaplan, John Nadeau and Norm O'Reilly (2011), "The Hope Statistic as an Alternative Measure of Competitive Balance," *International Journal of Sport Finance*, 6(2), 170-184.
- R John Nadeau, Norm O'Reilly and Louise Heslop (2011), "China's Olympic Destination: Tourist Evaluations of China and the Games," *International Journal of Culture, Tourism and Hospitality Research*, 5(3), 235-246.
- R John Nadeau and Kate Griese (2011), "What Customers are Telling Us: Organizational Buyer Attitudes towards Biomass," *Forestry Chronicle*, 87(1), 54-60.
- R Norm O'Reilly, Alan Kaplan and John Nadeau (2011), "Do Fans Want Their Team to be Competitive in the Short-Term (the next game) or the Long-Term (the full season), and Does the Answer Affect Management Decisions?" *European Sport Management Quarterly*, 11(1), 73-86.
- R Louise Heslop and John Nadeau (2010), "Branding MBA Programs: The Use of Target Market Desired Outcomes for Effective Brand Positioning," *Journal of Marketing for Higher Education*, 20(1), 85-117.
- R Louise Heslop, John Nadeau and Norm O'Reilly (2010), "China and the Olympics: Views from Insiders and Outsiders," *International Marketing Review*, 27(4), 404-433.
- R John Nadeau, Louise Heslop, Norm O'Reilly, and Peter Luk (2009), "Modeling Place Image: Specifying Indicator Direction," *Annals of Tourism Research*, 36(4), 735-738.
- R John Nadeau, Norm O'Reilly, Louise Heslop and Don Lord (2008), "China and the Olympic Games: American and Canadian Views in a Destination Context," *Asian Journal of Tourism and Hospitality Research*, 2(2), 3-19.
- R John Nadeau and Mitch Casselman (2008), "Competitive Advantage with New Product Development: Implications for Life Cycle Theory," *Journal of Strategic Marketing*, 16(5), 401-411.
- R Xing, X., A. Church, N. O'Reilly, A. Pegoraro, J. Nadeau, A. Schweinbenz, L. Heslop, B. Seguin (2008), "Olympic Games host and bid city marketing: exploring issue management in the relationships among event stakeholder groups," *International Journal of Sports Marketing & Sponsorship*, 9(4), 321-335.

- R John Nadeau, Louise Heslop, Norm O'Reilly, and Peter Luk (2008), "Destination Image in a Country Context," *Annals of Tourism Research*, 35(1), 84-106.
- R Norm O'Reilly, Mark Lyberger, Larry McCarthy, Benoit Seguin and John Nadeau (2008), "Mega-Special-Event Promotions and Intent to Purchase: A Longitudinal Analysis of the Super Bowl," *Journal of Sport Management*, 22(4), 392-409.
- R Norm O'Reilly, Alan Kaplan, Ryan Rahinel, John Nadeau (2008), "If You Can't Win, Why Should I Buy a Ticket?: Hope, Fan Welfare, and Competitive Balance," *International Journal of Sport Finance*, 3(2), 106-118.
- R Norm O'Reilly, John Nadeau, Mark Harrison and Benoit Seguin (2007), "In-Stadium Sponsorship Evaluation of a Mega-Sponsee: The 2004 Grey Cup," *International Journal of Sports Marketing & Sponsorship*, 8(2), 179-198.
- R Norm O'Reilly and John Nadeau (2006), "Revenue Generation in Professional Sports," *International Journal of Sport Management and Marketing*, 1(4), 311-330.
- R John Nadeau and Norm O'Reilly (2006), "Developing a Profitability Model for Professional Sport Leagues: The Case of the National Hockey League," *International Journal of Sport Finance*, 1(1), 46-62.

Other Refereed Contributions (Peer Reviewed)

David Finch, Binod Sundararajan, Kimberley Bates, David Deephouse, Ben Arbaugh, Paul Varella, Norm O'Reilly, John Nadeau (2015), "Opening the Governance of Business Schools: Multi-school and Multi-stakeholder Collaboration and a Business School Scorecard" (Vancouver, British Columbia: Academy of Management 2015 Annual Meeting, August 7 - 11).

Anahit Armenakyan, Louise Heslop, Irene R.R., John Nadeau, & Norm O'Reilly (2015), "Olympic Games: Does the Host Location Matter?" (Bari, Italy: Academy of Marketing Science World Marketing Congress, July 14 - July 18).

Anahit Armenakyan, Louise Heslop, Irene R.R., John Nadeau, & Norm O'Reilly (2014), "Two hosts of one guest: Vancouver vs. Sochi Winter Olympic Games" (London, Ontario: 13th International Symposium for Olympic Research, October 30-31).

David Finch, Norm O'Reilly, David Deephouse, Carola Hillenbrand, John Nadeau, Paul Varella, Loren Falkenberg and Tyler Massie (2014), "Return on Credentials: Building the Case for the Systematic Analysis of the Relationship between Faculty Qualifications and Canadian Business School Outcomes" (Muskoka, Ontario: Administrative Sciences Association of Canada, May 10-13).

John Nadeau & Anja H. Olafsen (2014), "The Influence of Country Image in the Migration Decision-Making Process" (Hertfordshire, United Kingdom: 9th Global Brand Conference

of the Academy of Marketing's Brand Corporate Identity and Reputation Special Interest Group, April 9-11).

Norm O'Reilly, Eric MacIntosh & John Nadeau (2013), "Embarking on an empirical investigation of the impact of a professional sports club" (Istanbul, Turkey: Congress of the European Association for Sport Management, September 11-15).

R Anahit Armenakyan, Louise Heslop, John Nadeau, Irene R.R., & Norm O'Reilly (2013), "The role of expectations, confirmation, and perceived performance in Olympic Games attitudes: A cross-national longitudinal" (Melbourne, Australia: Proceedings of the World Marketing Congress, July 17-20).

R David Legg, Norm O'Reilly, Cheri L Bradish, Eric MacIntosh, Benoit Seguin, John Nadeau Chris Chard & David Stotlar (2013), "Ambush Marketing and the 2010 Vancouver Olympic Winter Games" (Calgary, Alberta: Administrative Sciences Association of Canada, June 8-11).
BEST PAPER AWARD

John Nadeau, Norm O'Reilly, & Louise Heslop (2013) "Cityscape Promotions at Mega-Events: The Role of Place Images" (Porto, Portugal: 8th Global Brand Conference of the Academy of Marketing's Brand Corporate Identity and Reputation Special Interest Group, April 3-5).

Anahit Armenakyan, Norm O'Reilly, Louise Heslop, & John Nadeau (2012), "Sponsorship, Country Images and the Olympic Games: Results of a Research Agenda Around Beijing 2008 and Vancouver 2010" (London, Ontario: 11th International Symposium for Olympic Research, October 19 & 20).

R Anahit Armenakyan, Louise Heslop, John Nadeau, Irene R.R., & Norm O'Reilly, (2012), "The role of expectations, confirmation, and perceived performance in Olympic Games attitudes: A cross-national longitudinal study", 11th International Symposium for Olympic Research, London, Ontario, Canada, October 19-20.

R David Finch, John Nadeau, Norm O'Reilly (2012), "The New World of Marketing Work and the Implications on Marketing Education in Canada" (St. John's, Newfoundland: Administrative Sciences Association of Canada, June 9-12).

Leslie Wardley, John Nadeau & Ann Pegoraro (2012), "A New World of Marketing Higher Education: How Does Institutional Commitment Vary Depending on Intrinsic Factors and Entry Point?" (St. John's, Newfoundland: Administrative Sciences Association of Canada, June 9-12).

Linda Piper, Natalya Brown & John Nadeau (2012), "Soon Come: Marketing Challenges of Jamaican Ecotourism Operators" (Archanes, Greece: International Conference on Tourism, May 23-26).

Natalya Brown, Linda Piper & John Nadeau (2012), "A Nuh Mi: The case for a broader definition of the eco-tourist in Jamaica." (Archanes, Greece: International Conference on

Tourism, May 23-26).

John Nadeau, Louise Heslop and Norm O'Reilly (2011), "Jamaica's Country Image Influence on the Travel Decision" (Runaway Bay, Jamaica: International Conference on Business, Hospitality and Tourism Management, October 12-14).

John Nadeau, Louise Heslop, Norm O'Reilly, Erdiñ Çakmak, and Sonja Verwey (2011), "A Cameo Effect on Sponsorship Brands?: Examining the Evaluations of Tourists during the 2010 South Africa FIFA World Cup" (Madrid, Spain: European Association of Sport Management, September 7-10).

C. Bradish, C. Chard, D. Legg, E. MacIntosh, J. Nadeau, N. O'Reilly, B. Seguin and D. Stotlar (2011), "An Examination of Consumer Perceptions and Olympic Marketing Programs: The Vancouver 2010 Winter Olympic Games" (Madrid, Spain: European Association of Sport Management, September 7-10).

R Anahit Armenakyan, Louise Heslop, John Nadeau, and Norm O'Reilly (2011), "The Role of Involvement and Expectations in Olympic Games Attitudes: A Cross-National Study" (Reims, France: Academy of Marketing Science World Marketing Congress, July 20-23).

R John Nadeau, Don Lord, Mark Carswell (2011), "Does Justice or Place Matter for Volunteer Tourism? Explicit and Implicit Evidence from Volunteer Tourists" (Montreal, Quebec: Administrative Sciences Association of Canada, July 2-5).

David Finch, John Nadeau, and Norm O'Reilly (2011), "The Future of Marketing and Implications on Post-Secondary Marketing Education: An Interactive Symposium" (Montreal, Quebec: Administrative Sciences Association of Canada, July 2-5).

Linda Piper, Natalya Brown and John Nadeau (2011), "Community-based Ecotourism in Jamaica: An Inclusive Framework of Ecotourism Operator Philosophies and Impact" (Athens, Greece: 7th Annual International Conference on Tourism, June 13-16).

John Nadeau, Louise Heslop, Norm O'Reilly, Sonja Verwey, Anahit Armenakyan, and Erdiñ Çakmak (2011) "Importance of Country Image to Mega-event Sponsorship Brands: Comparison of Vancouver Winter Olympics and South Africa FIFA World Cup" (Oxford, United Kingdom: 7th Global Brand Conference of the Academy of Marketing's Brand Corporate Identity and Reputation Special Interest Group, April 5-7).

C. Bradish, E. MacIntosh, N. O'Reilly, B. Seguin, D. Legg, J. Nadeau and D. Stotlar (2010), "Implications from the 2010 Winter Olympic Games: A Research Study Summary for Sport Marketing Theory, Practice and Study" (New Orleans, Louisiana: 8th Annual Conference of the Sport Marketing Association, October 26-29).

Norm O'Reilly, Benoit Séguin and John Nadeau (2010), "Research at the Vancouver 2010 Olympic Games" (London, Ontario: 10th International Symposium for Olympic Research, October 28-30).

- R Sonja Verwey, John Nadeau, Norm O'Reilly and Louise Heslop (2010), "A Comparison of the Perceptions of Foreign Visitors and South Africans during the 2010 FIFA Soccer World Cup" (Johannesburg, South Africa: Southern African Communication Association Conference, September 27-29).

B. Seguin, C. Bradish, C. Chard, D. Legg, E. MacIntosh, J. Nadeau, N. O'Reilly, D. Stotlar (2010), "2010 Winter Olympic Games: A Study of Consumer Perceptions Regarding Sponsorship, Ambush Marketing and the Olympic Movement" (Prague, Czech Republic: European Association for Sport Management, September 15-18).

- R Norman O'Reilly, Louise Heslop and John Nadeau (2010), "The Sponsor-Global Event Relationship: A Business-to-Business Tourism Marketing Relationship?" (Regina, Saskatchewan: Administrative Sciences Association of Canada, May 22-25).

HONOURABLE MENTION AWARD

Dennis Jones, David Graham, Ann Pegoraro, Norm O'Reilly and John Nadeau (2010), "Non-Traditional Roles For Women In The Sport And Athletic Industry: Women AS University Mascots" (Regina, Saskatchewan: Administrative Sciences Association of Canada, May 22-25).

John Nadeau, Norm O'Reilly and Louise Heslop (2010), "Consumer Evaluations of Olympic Sponsors: Linking Place, Mega-Event and Sponsorship Evaluations" (Barcelona, Spain: 6th International Conference of the Academy of Marketing's Special Interest Group on Brand, Corporate Identity and Reputation, April 9-11).

Norm O'Reilly, Louise Heslop and John Nadeau (2010), "Top Sponsors and the International Olympic Committee: A B2B Marketing Relationship?" (Vancouver, B.C.: Sport and Society Conference, March 8-10).

- R John Nadeau, Norman O'Reilly and Louise Heslop (2009), "China's Olympic Destination: Beijing Tourist Evaluations of China and the 2008 Games" (Macau, China: 3rd International Conference on Destination Branding and Marketing, December 2-4).

BEST PAPER AWARD

Norm O'Reilly, Louise Heslop and John Nadeau (2009), "The Sponsor-Global Event Relationship: Conceptual Development of a Business-to-Business Tourism Marketing Relationship" (Macau, China: 3rd International Conference on Destination Branding and Marketing, December 2-4).

John Nadeau, Harish Kapoor and Donald Lord (2009), "Agreeable Brands Need Agreeable People: The Relevance and Resonance of Justice Motivation-based Brand Position" (Cambridge, United Kingdom: 5th International Conference of the Academy of Marketing's Special Interest Group on Brand, Corporate Identity and Reputation, September 1-3).

- R Louise Heslop, John Nadeau and Norm O'Reilly (2009), "China's Image Before and After the 2008 Olympic Games: Not Everything Went as Planned" (Administrative Sciences

Association of Canada: Niagara Falls, Ontario, June 6-9).

BEST PAPER AWARD

Norm O'Reilly, Ann Pegoraro, John Nadeau, Paulo Carvahlo and Floyd Jones (2009), "Community Reflections and Attendance in Professional Sport: Diversity and Team-Market Congruence" (Administrative Sciences Association of Canada: Niagara Falls, Ontario, June 6-9).

- R John Nadeau and Louise Heslop (2008), "Responsible Consumers: Motivations of Justice in Purchase Intentions for Products From Less Developed Countries (LDCs)" (Administrative Sciences Association of Canada: Halifax, Nova Scotia, May 25-27).

BEST PAPER AWARD

D. Jones, J. Mak, N. O'Reilly, and J. Nadeau (2007) "Attracting Minorities to a Major League Baseball Park" (North American Society for Sport Management, Miami, USA, June).

N. O'Reilly, M. Lyberger, L. McCarthy, B. Seguin and J. Nadeau (2007), "Intent-to-Purchase and Mega-Special-Event Sponsorship: A Longitudinal Analysis of the Super Bowl" (Academy of Marketing Science: Miami, USA, May).

L. McCarthy, N. O'Reilly, M. Lyberger, B. Seguin and J. Nadeau (2007), "Mega-Special-Event Promotions and Intent-to-Purchase: A Longitudinal Analysis of the Olympic Games" (Congress of the European Association for Sport Management: Torino, Italy, September 12-15).

O'Reilly, N., Kaplan, A., Rahinel, R., and Nadeau, J. (2007) "Competitive Balance in Professional Team Sport: Connecting the Dots" (Administrative Sciences Association of Canada Conference (ASAC): Ottawa, Ontario, June).

John Nadeau and Norm O'Reilly (2007) "Salary Caps and Marquee Player Mobility: The Havlat Effect", 4th Annual Sprott Annual Doctoral Symposium, Eric Sprott School of Business: Ottawa, Canada, April.

EXCELLENT PRESENTATION AWARD

- R John Nadeau, Louise Heslop, Norm O'Reilly and Peter Luk (2006), "Climbing to New Heights: Lessons from Mount Everest on PCI and TDI Convergence," (Administrative Sciences Association of Canada: Banff, Alberta, June 3-6).

HONOURABLE MENTION AWARD

Louise Heslop and John Nadeau (2006), "What do They Want? Determining Benefits Sought by MBA Program Applicants as an Aid to Branding," (Administrative Sciences Association of Canada: Banff, Alberta, June 3-6).

Norm O'Reilly, Alan Kaplan and John Nadeau (2006), "Competitive Balance in Professional Team Sport: The Case of Major League Baseball," (Administrative Sciences Association of Canada: Banff, Alberta, June 3-6).

Norm O'Reilly and John Nadeau (2006), "The Sponsorship of Country-Based Mega-Events: Propositions from Product-Country Image Research," (Sport Marketing Association 2006 Conference: Denver, Colorado, November 2-4).

Norm O'Reilly and John Nadeau (2006), "Diversity and Team-Market Congruence in the NBA," (North American Society for Sport Management 2006 Conference, Kansas City, May 30 - June 3).

John Nadeau and Norm O'Reilly (2006), "Community Reflections and Attendance in Professional Sport: NBA Team-Market Congruence," (Sprott School of Business Doctoral Symposium: Ottawa, Ontario, April 6-7).

T. Dewan, P. Luk, N. O'Reilly, I. Berger, L. Heslop, D. Martin, D. Valliere, J. Nadeau, I. Skurnik (2005), "Lessons from climbing the world's tallest mountain: Research at 5400 meters," (Administrative Sciences Association of Canada: Toronto, Ontario, May 28-31).

Louise Heslop and John Nadeau (2004), "A Content Analysis of Canadian Business Schools' Promotion of MBA Programs," (Administrative Sciences Association of Canada: Quebec City, Quebec, June 5-8).

John Nadeau and Norm O'Reilly (2004), "Antecedents of Business Success in the National Hockey League: A Loglinear Analysis," (North American Society for Sport Management: Atlanta, Georgia, June 3-5).

John Nadeau and Norm O'Reilly (2004), "Factors Related to Profitability in the National Hockey League," (Sprott School of Business Doctoral Symposium: Ottawa, Ontario, April).

John Nadeau (2003), "Branding Canada: A Theoretical Perspective," (Canadian Ethnic Studies Association: Banff, Alberta, October 2-5).

John Nadeau (2003), "Branding Media Vehicles: Leveraging Image Theory to the Media Environment," (Administrative Sciences Association of Canada, Marketing Division: Halifax, Nova Scotia, June 14-17).

R John Nadeau, Louise Heslop, Nicolas Papadopoulos, Marjorie Wall and John Liefeld (1999), "NAFTA Product-Country Images: A Canadian Retail Buyer Perspective," (Saint John, NB: Administrative Sciences Association of Canada, June 12-15).

BEST PAPER AWARD

Non-Refereed Contributions

John Nadeau and Anja H. Olafsen (2014), "Country Image and Migration Intentions," Presentation, North Bay Newcomers Network Executive Meeting, June 3.

Meyer Burstein, Victoria Esses, Aurelie Lacassagne and John Nadeau (2012), "LIP-

Municipal Interactions and CIC's Strategic Interests" A report by the Welcoming Communities Initiative.

Hila Taraky, Josephine Rocheleau, John Nadeau and Vic Satzewich (2012), "Phase 2 Report: Attraction and Recruitment of Workers and Entrepreneurs," report by the Welcoming Communities Initiative.

John Nadeau and Dawn Carlyle (2012), "District of Nipissing Social Services Administration Board: Improving Childcare Service Quality," *Contemporary Canadian Marketing Cases*, fourth edition. H F (Herb) MacKenzie, ed. (Toronto, ON: Pearson Canada).

Norm O'Reilly, John Nadeau, Ann Pegoraro, Floyd Jones (2012), "NHL Small Market Expansion: Diversity, Player Selection and Club Profitability," *Contemporary Canadian Marketing Cases*, fourth edition. H F (Herb) MacKenzie, ed. (Toronto, ON: Pearson Canada).

Kosar Karimi Pour, Vic Satzewich and John Nadeau (2011) "Analyzing Local Immigration Partnership (LIP) Strategic Plans," report for the Welcoming Communities Initiative.

John Nadeau, Michaela Clark, Kyle Neely, Alex Scott and Don Curry (2011), "North Bay & District Community Capacity & Needs Report," report for the Welcoming Communities Initiative, April 9.

Louise Heslop, Anahit Armenakyan, John Nadeau, Norm O'Reilly (2011), "The Tinkerbell Effect: the Power of Beliefs for Canada and the Olympics," Invited presentation, Carleton University Alumni Association, Vancouver Chapter, Vancouver, British Columbia, March 11.

John Nadeau (2011) Invited Panelist, "Attraction, Retention and Branding", The Immigration Advantage: How the North Bay Region's Shift to Attract and Retain Newcomers is Increasing Prosperity, (North Bay, ON: Northern Ontario Immigration Conference, Feb 28-Mar 2).

John Nadeau (2009), "What our Clients are Telling Us: Organizational Buyer Attitudes Toward Biomass," (North Bay, ON: Biomass Innovation Centre Conference, October 22-23).

John Nadeau, Louise A. Heslop, Norman O'Reilly and Peter Luk (2007), "Climbing to New Heights: Lessons From Mount Everest on PCI and TDI Convergence" *Sprott Letters: Frontiers in Business Research and Practice*, SL 2007-012.

John Nadeau (2004), "Branding Canada: Can We Brand a Country?," *Canadian Diversity*, 3(2), 94-96.

Educational Contributions (Peer Reviewed)

Norm O'Reilly, John Nadeau, Ann Pegoraro, Floyd Jones (2009), "NHL Small Market Expansion: Diversity, Player Selection and Club Profitability" (Case Track, Administrative Sciences Association of Canada: Niagara Falls, Ontario, June 6-9).

John Nadeau and Dawn Carlyle (2008), "District of Nipissing Social Services Administration Board: Improving Childcare Service Quality" (Case Track, Administrative Sciences Association of Canada: Halifax, Nova Scotia, May 25-27).

Other Research Contributions

- 2014
 - President, Administrative Sciences Association of Canada
 - Steering Committee Member for the Business School Research Network
 - SSHRC Assessor and Ad Hoc Reviewer for Tourism Management
 - PhD Dissertation Committee Member - Leslie Wardley, "The Current University Focus: An Emphasis on Providing Customer Services over Engagement" Laurentian University.
- 2013
 - Co-Chair, ASAC 2014 Conference held in Muskoka at the Deerhurst Resort.
 - Ad Hoc Reviewer - European Sport Management Quarterly, Place Branding and Public Diplomacy, Tourism Management.
 - Guest Lecturer - APA6910 (Critical Analysis of Sport Management Research), University of Ottawa
 - Master's Research Paper Co-Supervisor (with Dr. Jeffrey Dech) - Amanda Paulin, "Place branding effectiveness in consumer forestry-based products", Nipissing University.
- 2012
 - Co-Domain Leader, Attraction and Recruitment of Workers and Entrepreneurs, Welcoming Communities Initiative
 - VP Marketing, Administrative Sciences Association of Canada
 - PhD Dissertation Committee Member - Yoav Dubinsky, "The impact of the 2012 Olympic Games on the image of Great Britain", University of Ottawa
 - Master's Thesis Committee Member - Justin Serresse, "Understanding profitability with professional sports team located in small-sized cities in North America", University of Ottawa.
- 2011
 - Co-Domain Leader, Attraction and Recruitment of Workers and Entrepreneurs, Welcoming Communities Initiative
 - Chair, Marketing Division, ASAC Conference 2011
 - Ad Hoc Reviewer - African Journal of Marketing Management
 - PhD Committee Member - Yoav Dubinsky, "The impact of the 2012 Olympic Games on the image of Great Britain", University of Ottawa
 - MBA Thesis Committee Member - J. Lane MacAdam, Master's thesis, "Legacy Planning for Major Multi-Sport Events", Laurentian University
- 2010
 - Co-Domain Leader, Newcomer Attraction, Retention, & Business Development, Welcoming Communities Initiative
 - Program Chair, Marketing Division, ASAC Conference 2010
 - MBA Thesis Committee Member - Lesley Wardley, Master's thesis, "Exploration of Undergraduate University Student Characteristics, Satisfaction & Retention Depending on Entry Point", Laurentian University
- 2009
 - Academic Reviewer, Marketing Division, ASAC Conference 2009
 - Ad Hoc Reviewer - Tourism Geographies

- External Examiner – Bridget Leonard, Master’s thesis, “The Mediating Role of Television: Materialistic Values and Happiness”, Laurentian University
- External Examiner – Chris Pirie, Master’s thesis, “Variable Pricing in Professional Hockey”, Laurentian University
- 2008 ▪ External Examiner – Steven Ayer, Master’s thesis, “The Maximization Personality Trait: A Slow and Painful Way To Be Unhappy with the Best Choice You Can Make”, Laurentian University
- Reviewer – ASAC Conference, Marketing and Hospitality, Tourism, Recreation & Sport Management Divisions, Halifax, Nova Scotia
- 2007 ▪ Reviewer – Annals of Tourism Research
- Reviewer – ASAC Conference, Marketing Division, Ottawa, Quebec
- 2006 ▪ Panel Discussant – ASAC Conference, Finance Division, Banff, Alberta
- 2005 ▪ Team member – Kanatek Mount Everest Research Expedition
- Invited speaker – “Research at 5300m”, Ryerson Research Series
- 2004 ▪ Reviewer – ASAC Conference, Education Division, Quebec, Quebec
- Reviewer – Academy of Marketing Science Conference, Vancouver, B.C.
- Panel Discussant – ASAC Conference, Education Division, Quebec, Quebec
- 2003 ▪ Reviewer – ASAC Conference, Marketing Division, Halifax, Nova Scotia

University Service

Role	2013-14	2012-13	2011-12	2010-11	2009-10	2008-09	2007-08
Alternate, Tenure and Promotion - University Committee	X						
Member, Selection Committee for the Chancellor's Award for Excellence in Teaching	X					X	
Member, Selection Committee for the Nipissing University Award for Excellence in Part-Time Teaching	X					X	
Academic Colleague, Council of Ontario Universities (COU)		X	X	X			
Co-Chair, Academic Colleagues (COU)		X					
Member, Executive Committee (COU)		X					
Member, Nominations Committee (COU)		X					
Member, Nipissing University Senate		X	X	X			X
Member, Senate Executive		X	X	X			
Deputy Senate Speaker, Nipissing University Senate		X	X	X			
Vice-Chair, Senate By-Laws and Elections Subcommittee		X	X	X			
Member, Research Achievement Award selection committee		X					
Marketing Stream Coordinator			X	X	X	X	
Liaison with the Canadian Institute of Marketing			X	X	X	X	
Member, Government and Community Relations Committee, COU			X	X			
Member, Research Committee, School of Business			X	X	X		
Member, iLEAD Committee, School of Business			X	X			
Member, Faculty Review Committee for Tenure and Promotion			X	X			
Marshall, Fall Convocation			X				
Member, Academic Planning Committee				X			
Co-chair, Nipissing University Faculty Association Scholarship Committee				X	X		
Member, Selection Committee for the Chancellor's Award for Excellence in Research				X	X		
Member, Board of Governors, Nipissing University					X	X	
Member, Nipissing University Research Ethics Board					X	X	X
Member, School of Business Search Committee for Accounting					X	X	X
Member, Plant and Property Committee, Nipissing University					X	X	
Member, Laker's Hockey Advisory Board					X	X	
Session Moderator, Undergraduate Research Conference					X		
Member, Senate Teaching and Learning Committee						X	
Member, Nipissing University Faculty Association Scholarship Committee						X	
Member, Selection Committee for Internal Research Grants						X	
Member, School of Business Search Committee for Org. Studies							X

Community Involvement

- 2013 to present **Member, North Bay Chamber of Commerce**
- Representative for the University
- 2011 to present **Chair, Welcoming Committee, North Bay Newcomer Network**
- Provide direction to better understand issues in the local community and identify ways in which the community could be more welcoming to newcomers
 - Worked to establish a community-based business incubator and local cricket
 - Represent the Committee at North Bay Newcomer Network Executive meetings
- 2002 to 2003 **Rural Expo 2003, Lanark County, Ontario**
- Facilitated partner relationships for the Sponsorship Committee
 - Implemented an attendance survey and analyzed sponsorship effectiveness
- 2000 to 2002 **Beaches-East York Federal Riding Association, Toronto, Ontario**
- Riding Membership Chair
 - Increased membership by ~20% in non-election and non-leadership years
- 1995 to 1998 **IKON Research Group, Carleton University, Ottawa, Ontario**
- Founding member
 - Dedicated to researching the existence and application of images
- 1995 to 1996 **Canadian Tulip Festival, Ottawa, Ontario**
- Assisted planning through the Marketing and Communications Committee
 - Designed a research instrument to measure visitor attitudes and demographics
 - Coordinated concessions' cash flow and implemented financial controls
- 1995 to 1996 **Graduate Students' Association (GSA), Carleton University, Ottawa, Ontario**
- Represented School of Business graduate students at Council meetings and Financial Planning Review and Business Operations committees proceedings
 - Participated in the formation of policies for academic and social environments
- 1992 to 1994 **Rogers Ottawa Community 22, Ottawa, Ontario**
- Operated camera and assisted in mobile productions for community and local sporting events (e.g. Ottawa 67's, Ottawa Rough Riders, Ottawa Lynx)

Media Appearances

- 2013 **CTV** – Interviewed in support of the Grand Reopening of the Biomass Innovation Centre (<http://northernontario.ctvnews.ca/video?clipId=1014381>)
- 2012 **Marketing Education Doesn't Have to be This Bad, Marketing Magazine (Sept. 14)** – Coverage of research led by David Finch and with Norm O'Reilly calling for changes in PSE marketing education.
[<http://www.marketingmag.ca/news/marketer-news/marketing-education-doesnt-have-to-be-this-bad-61840>]
- 2011 **CTV** – Interviewed for the iLEARN program launch for the School of Business
- President's Report, Nipissing University** – exposure for country image and mega-event research program based on work done during the Beijing Olympics
- 2009 **Northern Ontario Business** – Biomass interview about the upcoming conference and early research results from the monitoring program
- 2008 **North Bay Nugget** – Nipissing business, marketing professors and students honoured with awards
- Northern Ontario Business** – Nipissing nationally recognized for marketing, case writing
- 2004 **CJOH Television News** – NHL profitability and labour disruption (September)
- Research Works** – cover story titled “Net Profits” (Fall)