

CURRICULUM VITAE

2010-05-10

JUDITH MADILL

Full Professor, Permanent, Tenured
Member of the FGPS : Yes
Telfer School of Management
University of Ottawa
55 Laurier E, Ottawa, K1N 6N5

DEGREES

Degree	Institution	Discipline	Year
Ph.D.	University of Western Ontario, London	Business Administration	1985
M.Sc.	University of Manitoba, Manitoba, AB	Consumer Economics and Management	1976
B.H.Ec.	University of Manitoba, Manitoba, AB	Consumer Economics	1974
Professional Sommelier (Honours)	Algonquin College		2005

EMPLOYMENT HISTORY

From	To	Employer	Position
2007	present	University of Ottawa, Telfer School of Management	Full Professor
2007	2013	Sprott School of Business, Carleton University	Adjunct Research Professor
2005	present	Professional Certificate Program in Public Sector and Social Marketing, Sprott Executive Programs	Professor
2005	2007	Carleton University, Sprott School of Business	Full Professor
2002	2003	Canada Cuba Management Program	Professor (Taught Marketing in Cuba, Spring 2003)

From	To	Employer	Position
1992	2007	Management Development Program for Women, Centre for Research and Education on Women and Work	Professor
1992		Canada-Poland Management Centre, Warsaw School of Economics	Visiting Professor
1991	1994	Advance Management Education Program, Canada-Poland Management Project, School of Business, Carleton University	Professor
1989	2005	Carleton University, School of Business	Associate Professor
1984	1989	Carleton University, School of Business	Assistant Professor
1983	1984	University of Western Ontario, Department of Sociology	Statistics Lecturer
1977	1980	University of Alberta, Department of Family Studies, Consumer Studies	Assistant Professor
1976	1977	Carleton University, Department of Sociology	Research Associate
1974	1975	University of Manitoba, Department of Family Studies	Lecturer

HONOURS AND AWARDS

From	To	Organization	Title
2010		Happening Marketing Competition	Coach, Winning Team For Relationship Marketing, Telfer School of Management
2009		Royal Bank Distinguished Speaker Series, John Molson School of Business	Invited Distinguished Speaker: "Addressing Social Problems Through Social Enterprise: The Role of Marketing"
2008		Telfer School of Management	Research Award 2008.
2007		Telfer School of Management	Appointed to the Paul Desmarais Professorship

From	To	Organization	Title
2006	-	Social Marketing Advances in Research and Theory Conference	Best Student Paper Award - Supervisor
2005	-	Canadian Conference on Small Business and Entrepreneurship	Honourable Mension - Best Paper Award
2004	-	Social Marketing Advances in Research and Theory Conference	Best Paper Award
2002	2003	Carleton University Students Association	Excellence in Teaching Award
1996	-	Canadian Public Policy Journal	Best Paper Award
1995	-	Health Canada's Expert Marketing Panel	Member
1990	-	Decision Science Institute Western Conference	Best Paper Nomination
1985	1986	Carleton University, School of Business Award	Excellence in Teaching
1982	-	Administrative Sciences Association of Canada	Best Paper Award - Marketing Division
1981	-	Doctoral Consortium	AMA Doctoral Consortium Fellow

SCHOLARLY AND PROFESSIONAL ACADEMIC ACTIVITIES (Last 7 Years Only)

From	To	Activity
2007	Ongoing	Reviewing for: International Council on Small Business and Entrepreneurship, Journal of Nonprofit and Public Sector Marketing, Academy of Marketing Science 2009 World Marketing Congress, Journal of Small Business and Entrepreneurship, International Journal of Nonprofit and Voluntary Sector Marketing, International Journal of Wine Business Marketing, Social Sciences and Humanities Research Council.
2008	Ongoing	Member Management Board, Carleton University Centre for Social Entrepreneurship.
2009	Ongoing	Member, Financing Civil Society Research Group, Carleton Centre for Community Innovation
2007	Ongoing	Member, Management Board of the Centre for Research and Education on Women and Work, Carleton University.

From	To	Activity
2008	Ongoing	Member, Editorial Review Board, <i>Journal of Nonprofit and Public Sector Marketing</i>
2010	Ongoing	Member, Editorial Review Board, <i>Canadian Journal of Nonprofit and Social Economy Research</i>
2010		"Utilizing Traditional and Emerging Market Research Methodologies in Effective Social Marketing", Taught in Certificate Program on Effective Social Marketing, offered by the Centre of Excellence for Public Sector Marketing delivered to Heath Canada, April, Ottawa.
2010		"The Role of Marketing Research in Effective Marketing Planning", Taught in Management Certificate Program in Not for Profit and Social Marketing, February 5, Sprott School of Business, Carleton University.
2009		"Effective Marketing Research and Evaluation", Taught in Certificate Program on Effective Public Sector Marketing, offered by the Centre of excellence for Public Sector Marketing, delivered to Services Canada , February 5, Ottawa, Canada.
2009		"Managing Marketing Research and Evaluation in Public Sector and Not For Profit Organizations", Taught in Management Certificate Program in Not for Profit and Social Marketing, February, Sprott School of Business, Carleton University.
2008		"Issues in Effective Management of Market Research and Evaluation", Taught in Executive Certificate in Public Sector and Non Profit Marketing, Sprott School of Business, August 12, Gatineau, Canada.
2008		Invited Keynote Speaker, "Evaluating Marketing Sponsorships", MARCOMM, Ottawa, Canada.
2008	2009	Special Advisor on Social Marketing and Research, Mental Health Commission of Canada
2008		Expert Informant evaluating Government of Canada survey instrument evaluating advertising done by all Departments, Government of Canada.
2008		"Youth Exposure to Advertising Targeted to Adults: An Overview of the Research Literature", Presented to the Tobacco Control Programme, Health Canada, March, Ottawa, Canada.
2008		"Marketing in Today's World", Taught in the Society of Management Accountants of Ontario, Certified Management Accountants Course, March, Ottawa, Canada.
2008		"Managing Marketing Research and Evaluation in Public Sector and Not For Profit Organizations", Taught in Management Certificate Program in Not for Profit and Social Marketing, Sprott School of Business, Carleton University, February, Ottawa.
2007		"Facilitator and Chair: Program-Related Investments in Canada's Communities, A Symposium", Invited Speaker, Carleton University, March, Ottawa, Canada.

From	To	Activity
2007		"Marketing and Wine Tasting", Invited Presentation to the Alumni Association of the Management Development Program for Women, October, Carleton University, Quebec, Canada.
2007		"Issues in Effective Management of Market Research and Evaluation", Taught in Executive Certificate in Public Sector and Non Profit Marketing, Sprott School of Business, August, Gatineau, Canada.
2007		"Marketing in Today's World", Taught in the Society of Management Accountants of Ontario, Certified Management Accountants Course, March, Ottawa, Canada.
2006		"Developing Effective Marketing Strategy", Invited Presentation to Public Works and Government Services, Marketing and Communications Group, March, Ottawa, Canada.
2006		"Marketing in Today's World", Taught in the Society of Management Accountants of Ontario, Certified Management Accountants Course, March, Ottawa, Canada.
2006		"Full Bodied Branding", Invited Presentation to the Sprott School of Business Alumni Association, May, Ottawa, Canada.
2006		Guest Co-Editor (with B. Orser), Journal of Small Business and Entrepreneurship, Special Issue on Gender and Public Policy, published in March 2006.
2006		Facilitator, Industry Canada/University of Ottawa, International Workshop: The SME FDI Initiative, Moving Forward, September 20-22, Ottawa, Canada.
2006		"Marketing Wines: A Tutored Wine Tasting", Invited Presentation to the MDPW Alumni Association, March, Ottawa, Canada.
2005		"Social Marketing: An Approach for Environmental Change", Invited Presentation to Environment Canada, Canadian Outreach Team, January, Ottawa, Canada.
2005		"Measuring the Effectiveness of Your Marketing", Keynote Speaker, Government On-line Workshop, February, Ottawa, Canada.
2005		"Marketing in the Public Service", Taught Course, Canada School of Public Service, October 11-13: Ottawa, Canada.
2005		"Can Marketing Be a Positive Force in Today's Society?", Invited Presentation to the Visiting High School Students, Carleton University, May 13, Ottawa, Canada.
2005		"Social Marketing as a Tool for Encouraging Environmental Behaviour Change", Invited Presentation to a Meeting of the Ontario Community Based Environmental Groups Funded by Environment Canada, March, Toronto, Canada.

From	To	Activity
2004		"The Role of Marketing Within the Public Sector", Invited Presentation at Best Practices and Strategies for Effective Government Marketing, June, Toronto, Canada.
2004		"Incrementality of CSFB Lending: Findings from Survey Data From Business Borrowers" (with A. Riding and G. Haines Jr.), Invited Presentation to Industry Canada, February, Ottawa, Canada.
2004		"From Public Education to Social Marketing: The Evolution of the Heritage Canada Anti-Racism Program", Invited Presentation to Human Rights and Citizenship, Community Development, Government of Alberta, September 16, Calgary, Canada.
2003		"Effective Public Sector Marketing: Dispelling Major Myths", Invited Presentation to the Marcom Canada's Total Public Sector Marketing Symposium, May, Ottawa, Canada.
2003		"Marketing Partnerships: Are They Right For You", Invited Presentation to Canadian Conference on Marketing and Government Communications, March, Ottawa, Canada.
2003		"What Are Angels Looking For?", Invited Presentation to the Economic Energy Project, October, Ottawa, Canada.
2002	2005	Member of the Steering Committee for the Marketing Community of Practice Within the Federal Public Sector
2000	2004	Board Membership, Family Services Ottawa.

GRADUATE SUPERVISION

	Completed			In progress		
	S	CO-S	M	S	CO-S	M
Post-Doctoral	0	0	-	0	0	-
PHD Thesis	1	0	7	0	0	0
Master's Thesis	13	0	19	0	1	0
Master's Project	7	0	0	0	0	0

S=Supervisor

CO-S=Co-Supervisor

M=Supervisory Committee Member

Unspecified Graduate Supervision

Post-Doc	0
PhD Thesis	8
Master's Thesis	33
Master's Project	7

GRADUATE COURSES TAUGHT

(2002-2007) Only

Sprott MBA, Carleton University, Each Year: 42.5200
 Sprott PhD, Carleton University, Alternate Years. 62.6200.

EXTERNAL RESEARCH GRANTS (Last 7 Years Only)

From - To	Source	Title	Purpose*	Type**	Amount
2010 - 2011	SSHRC - CURA First Round	Responsible Investing (Collaborator - Leader of Research Stream on Social Entrepreneurship)	R	C	\$20,000
2008 - 2011	SSHRC - Research in MBF	Commercial Lending and R&D-Intensive SMEs (Co-I)	R	O	\$65000
2007 - 2008	ORNEC	Web Site Usability Assessment in the Canadian Wine SME Cluster (PI)	R	G	\$10000
2007 - 2008	ORNEC	Website Usability Assessment in Canada's Heritage Resource Sector	R	G	\$10000
2005/07/ 2007	Centre for Education on Women and Work	Consumer Behaviour and Social Marketing Implications of Childbearing Decisions Among Professional and Managerial Women (PI)	R	O	\$10000
2002 - 2006	Centre for Education on Women and Work	Decision Making: The Decision to Have Children Among Canadian Professional Women Co-1	R	O	\$50000

* Purpose = C : Contract (R and D), E : Equipment Grant, R : Research Grant, T : Travel Grant, S : Support Award
 P: Pedagogical Grant, O: Other, U : Unknown

** Type = C : Granting councils, G : Government, F : Foundations, I : UO Internal Funding, O : Other, U : Unknown

INTERNAL RESEARCH GRANTS

From - To	Source	Title	Purpose*	Type**	Amount
2008 - 2009	Telfer School of Management	Web Site Usability Assessment in the Canadian Wine SME Cluster	R	O	\$6000
2008 - 2009	Carleton University	Web Site Usability Assessment in the Canadian Wine SME Cluster	R	G	\$7000

PROFESSIONAL DEVELOPMENT (From Appointment at U of Ottawa in 2007 Only)

1. Completed Professional Market Research Course Offered by Marketing Research and Intelligence Association: *Online Research: Best Practices and Innovations*, Ottawa, January 28, 2010.
2. Attendance at Marketing Research and Intelligence Association Ottawa Chapter Luncheon Professional Development Talks Fall 2009 and Winter 2010.
3. Completed two courses from University of Ottawa Centre for University Teaching, Teaching and Learning Support Services, Teaching and Learning Workshops:
 - i. *Seven Principles for Good Practice in Undergraduate Education*, January 13, 2010 University of Ottawa.
 - ii. *Best Practices in Integrating Online Components into Teaching*, March 3, 2010.
4. Attended Kesarwani Conference University of Ottawa, "*The Excitement of Discovery: Blending Research and Teaching*", presented by John Smol, Canada Research Chair in Environmental Change, December 9, 2009.
5. Attended *Corporate and Community Social Responsibility Conference* Nov. 23, 2009, Algonquin College, Ottawa.
6. Participant in the Association for Nonprofit and Social Economy Research (ANSER) *Social Economy Tour 2009*, Ottawa, May, 2009 (Purpose is to learn about and experience the products and services developed by Ottawa/Gatineau's most creative and innovative social enterprises).
7. Completed 2 day course on SEM: *LISREL* Telfer School, April 16-17, 2008.
8. Completed 1 day *NVIVO Workshop*, Telfer School, March 11, 2008.
9. On Own - work on French with a purchased French Course via CDs - doing 15 minutes per day (July 2007 - April 2009).
10. Completed Intensive course in French training - December 10-14, 2007 - *FLS104 Cours au Personnel Semaine Intensive*.
11. Attendance at the week long University of Ottawa *Orientation for New Professors* August 2007

PUBLICATIONS

LIFETIME SUMMARY

BOOKS AUTHORED/EDITED	0
CHAPTERS IN BOOKS	17
PAPERS IN REFEREED JOURNALS	38
PAPERS IN CONFERENCE PROCEEDINGS	41
MAJOR INVITED CONTRIBUTIONS/TECHNICAL REPORTS	15

ABSTRACTS AND/OR PAPERS READ	107
WORKING PAPERS	0
OTHER PUBLICATIONS	2

Books Authored (Last 7 Years Only)

Books Edited (Last 7 Years Only)

Chapters and Cases in Books (Last 7 Years Only)

Hebb, T., Madill, J., and Brouard, F., 2011 (Forthcoming)

“Exploring Social Transformation, Financial Self Sufficiency and Innovation in Canadian Social Enterprises”, in Quarter, J., and Mook, L. (Eds.) *Businesses With a Difference: Balancing the Economic and the Social*, University of Toronto Press, 27 pages.

Madill, J. 2010

“Dynamics of Cigarette Smoking in Children and Consumer Socialization”, in Consumer Behaviour: Buying Having, and Being, Polegato, R., and Zaichkowsky, J. (Eds.).

Madill, J., Riding, A., Haines, G.H. (Jr.), 2008

“Strategic Dilemmas of a Small Market Player: The Canadian Wine Industry”, in Wine INdustry-Global and Indian Scenarios, Nigam, D., Jha, J. (Eds.), ICFAI Research Centre, Kolkata, India, 20 pages.

O'Reilly, N., Madill, J., 2007

“The World Anti-Doping Agency: The Case of Barriers to the Adoption of Social Marketing”, in Social Marketing, Hastings, G., Elsevier, London, 309-315.

Madill, J., Abele, F., 2007

“The Evolution of the March 21 Anti-Racism Social Marketing Program: A Case”, in Social Marketing, Hastings, G., Elsevier, London, 303-308.

Riding, A., Madill, J., Haines Jr., G.H., 2007

“Investment Decision Making by Business Angels”, in Handbook of Research on Venture Capital, Landsröm, H. (Ed.), Edward Elgar Publishers, Cheltenham, Chapter 13, 39 pages.

O'Reilly, N., Madill, J., (2007)

“The World Anti-Doping Agency: the Role of Social Marketing”, in Basil, D., and Wymer, W. (Eds) Social Marketing, Advances in Research and Theory, Best Business Books, Haworth Press, 25 pages (A reprinted journal article listed below).

Madill, J., Abele, F., (2007)

“From Public Education to Social Marketing: The Evolution of the Canadian Heritage Anti-Racism Social Marketing Program”, in Basil, D., and Wymer, W. (Eds) Social Marketing, Advances in Research and Theory, Best Business Books, Haworth Press, 28 pages (A reprinted journal article listed below).

Madill, J., Haines, G. (Jr.), and Riding, A., (2004)

“A Tale of One City: The Ottawa Technology Cluster”, Chapter 5 in Silicon Valley North: A High-Tech Cluster of Innovation and Entrepreneurship, Larisa Shavinina (Ed.), Elsevier Press:

London, 33 pages. ISBN-13-978-0-08-044457-4.

Nitani, M. (Student), Haines, G. (Jr.), Madill, J., Orser, B., and Riding, A. (2004)
“Market Gaps and the Financing of New Technology – Based Firms”, in Research in Financial Services and Public Policy, Christopher Waddell (Ed.), Queens University Press, 30 pages.

Papers in Refereed Journals (Last 7 Years Only)

Madill, J. and Neilson, L., Forthcoming October 2010
“Web Site Utilization in SME Business Strategy: The Case of Canadian Wine SMEs,” Journal of Small Business and Entrepreneurship, 23 (4).

Madill, J., Brouard, F., and Hebb, T. Forthcoming 2010
“Canadian Social Enterprises: An Empirical Exploration of Social Transformation, Financial Self Sufficiency and Innovation,” Journal of Nonprofit and Public Sector Marketing 22 (2).

Neilson, L. and Madill, J., 2010
“The Development of E-business in Wine Industry SMEs: An International Perspective”, International Journal of Electronic Business, 8 (2), 126-147.

Madill, J., and O’Reilly, N., 2010
“Investigating Social Marketing Sponsorships: Terminology, Stakeholders, and Objectives”, Journal of Business Research, 68 (2), 133-139.

O’Reilly, N., and Madill, J., 2009
“Methods and Metrics in Sponsorship Evaluation”, Journal of Sponsorship, 2 (3), 215-230.

Riding, A.L., Coscarella, R., Orser, B., Madill, J., 2008
“Women Business Owners in International Trade: Ethical Issues, Response Strategies and Moral Progress”, International Journal of Entrepreneurship and Small Business, 6(1): 133-154.

Heslop, L., Madill, J., Duxbury, L., Dowdles, M., 2007
“Doing What Has to be Done: Strategies and Orientations of Married and Single Mothers for Food Tasks”, Journal of Consumer Behavior, 6(2/3): 75-93, March-June.

O’Reilly, N., Madill, J., 2007
“Evaluating Social Marketing Elements in Sponsorship”, Social Marketing Quarterly, 13(4): 1-25, December, This paper is the lead article in this journal issue.

Madill, J., Abele, F., 2007
“From Public Education to Social Marketing: The Evolution of the Canadian Heritage Anti-Racism Social Marketing Program”, Journal of Nonprofit and Public Sector Marketing, 17(1-2): 27-53, April.

Riding, A.L., Madill, J., Haines, G. Jr., 2007
“Incrementality of SME Loan Guarantees”, Small Business Economics, 29(1-2): 47-61, June.

Madill, J., Haine, G., Jr., Riding, A.L., 2007

“Managing Customer Relationships: Account Manager Turnover and Effective Account Management”, Industrial Marketing Management, 36(2): 241-248, February.

O'Reilly, N., Madill, J., 2007

“The World Anti-Doping Agency: The Role of Social Marketing”, Journal of Nonprofit and Public Sector Marketing, 17(1/2): 1-26.

Madill, J., Riding, A., Haines, G., Jr., 2006

“Women Entrepreneurs: Debt Financing and Banking Relationships”, Journal of Small Business and Entrepreneurship, 19 (2), 121-142.

Heslop, L., Madill, J., Duxbury, L., Dowdles, M., 2005

“How Single and Married Women Organize to Get the Food on the Table Every Day: Strategies, Orientations, Outcomes and the Role of Convenience Foods”, Advances in Consumer Research, 33: 599-605.

Madill, J.J., Haines, G.H., Jr., Riding, A.L., 2005

“The Role of Angels in Technology SMEs: A Link to Venture Capital”, Venture Capital: an International Journal of Entrepreneurial Finance, 7(2): 107-129, April, This paper is the lead article in this journal issue.

Madill, J.J., Haines, G.H., Jr., Riding, A.L., 2004

“Networks and Linkages among Firms and Organizations in the Ottawa-Region Technology Cluster”, Entrepreneurship and Regional Development, 16(5): 351-368, September, This paper is the lead article in this journal issue.

Bauman, A., Madill, J., Craig, C., Salmon, A., 2004

“ParticipACTION: This Mouse Roared, But Did it Get the Cheese?”, Canadian Journal of Public Health, 95(2): S14-S19, May-June.

MacInnis, M., Madill, J., 2003

“E-Government: The Value of a Marketing Approach”, OPTIMUM: The Journal of Public Sector Management, 33(3): 32-42, September.

Haines, G.H., Jr., Madill, J.J., Riding, A.L., 2003

“Informal Investment in Canada: Financing Small Business Growth”, Journal of Small Business and Entrepreneurship, 16(3&4): 13-40, July/October.

Peer Reviewed Papers in Conference Proceedings (Last 7 Years Only)

Madill, J., and O'Reilly, N. Forthcoming 2010

“Financing Social Marketing Programs in Not For Profit Organizations Through Sponsorship: An Empirical Case Study Examination”, Proceedings of the Association for Nonprofit and Social Economy Research Conference, Montreal Canada, June 2-5, 8 pages.

Madill, J., and Neilson, L., Forthcoming 2010

“Utilizing Web Sites to Provide Information and Build Relationships with Consumers: An International Assessment of Small and Medium Size Enterprises in the Wine Industry”, Proceedings of the Academy of Marketing Science Annual Conference, May 26-29, Portland, Oregon, 5 pages.

Madill, J. Forthcoming 2010

“Addressing Social Problems Through Social Enterprise: A Role for Marketing”, Proceedings of the Academy of Marketing Science Annual Conference, May 26-29, Portland, Oregon, 5 pages.

Madill, J., Brouard, F., and T. Hebb (2009) “Conceptualizing Canadian Social Enterprises: Exploring Social Transformation, Financial Self-Sufficiency and Innovation”, 25th Annual CCSBE/CCPME 2009 Conference, Canadian Council for Small Business and Entrepreneurship, October 16-18 2009, Toronto, Canada.

Persaud, A., Madill, J., and A. Rubaj (MBA student) 2009

“Website Marketing in Canadian Non-Profit Organizations: An Exploration of Strategies, Approaches and Usability”, Proceedings of the Administrative Sciences Association of Canada, Marketing Division, Niagara Falls, Canada, Nadeau, J. (Ed.). 16 pages.

Madill, J., Neilson, L., 2009

“Web Site Utilization in SME Marketing Strategy: An International Comparison of SMEs in the Wine Industry” Proceedings of the Aumec Conference on Market, Marketing and Entrepreneurship: Creating and Capturing Value in the 21st Century, Antalya, Turkey, 22 pages.

Pegoraro, A., O’Reilly, N. and Madill, J., 2008

“Social Marketing, Anti-Doping and the Olympic Games”, 9th International Symposium for Olympic Research, Beijing, China, August, 20 pages.

Madill, J., and N. O’Reilly, 2008

“Investigating the Concept of a Social Marketing Sponsorship: Key Concepts, Terminology, Stakeholders and Objectives”, 1st World Social Marketing Congress, Brighton England, September 29-30 (Extended 7 page abstract published).

Amenakyan, A., (Student) Madill, J., and L. A. Heslop, 2008

“Social Marketing in the Fight Against Increasing Smoking Rates: Perspectives in Developing Countries” 1st World Social Marketing Congress, Brighton England, September 29-30, 20 pages.

Story, R., Haines, G.H. (Jr.), Madill, J., Riding, A., 2007

“Marketing, Innovation and Success in the Ontario Wine Industry”, Proceedings, Bacchus at Brock, an international/interdisciplinary conference on wine, St. Catharines, June, 20 pages.

Madill, J., Neilson, L., Haines, G.H. (Jr.), 2007

“Web Site Utilization in SME Business Strategy: The Case of Canadian Wine SMEs”, Entrepreneurship Peaks and Valleys: Proceeding of the 24th Annual Canadian Council for Small Business and Entrepreneurship, Kelowna, November, 20 pages.

Ménard, S., Madill, J., Haines, G.H. (Jr.), Riding, A., 2006

“Ottawa Then and Now: Do Technology Clusters Change Over Time?” Proceedings, 23rd Canadian Conference for Small Business and Entrepreneurship, Trois-Rivière, October, 20 pages.

O'Reilly, N., Madill, J., 2006

"Sponsorship Evaluation", Proceedings, 5th European Conference on Research Methods for Business and Management Studies (ECRM), Dublin, July, 22 pages.

Ménard, S., Madill, J., Haines, G.H. (Jr.), Riding, A., 2005

"Networking Among Firms and Organizations in the Ottawa-Region Technology Cluster", Proceedings, 22nd Canadian Conference for Small Business and Entrepreneurship, Waterloo, 33 pages, October, This paper won a Honourable Mention in the Best Paper Category for the Conference.

Story, R., Riding, A., Madill, J., 2005

"Barriers to Growth in the Ontario Wine Industry: Growers and Wineries", Proceedings, Bacchus in Bourgoyne, Dijon, 382-397.

Haines, G.H. (Jr.), Madill, J., Riding, A., 2004

"Incrementality of Loan Guarantees for SMEs: The Canada Small Business Financing Program", Proceedings, 21st Canadian Conference for Small Business and Entrepreneurship, Regina, 28, November, 25 pages.

Nitani, M., Haines, G.H. (Jr.), Madill, J., Orser, B., Riding, A., 2004

"Financing New Technology Firms: Testing for Market Gaps", Proceedings, 24th Annual Entrepreneurship Research Conference., Victoria, Pages 1-18, This article is the lead article in the proceedings publication.

Madill, J., Riding, A., Haines, G.H. (Jr.), 2003

"Strategic Dilemmas of a Small Market Player: The Canadian Wine Industry", Proceedings, International Colloquium in Wine Marketing, Adelaide, 20 pages.

Madill, J., Haines, G.H. (Jr.), Riding, A., 2003

"Strategies for Surviving Tough Times: The Case of the Ottawa Technology Cluster", Proceedings, 20th Canadian Conference for Small Business and Entrepreneurship, Victoria, 26, November, 20 pages.

Major Invited Contributions and/or Technical Reports (Last 7 Years Only)

Madill, J., 2008

"Youth Exposure to Advertising Targeted to Adults: An Overview of the Research Literature", Technical Report Prepared for Health Canada 36 pages.

Madill, J., 2008

"Evaluating Marketing Sponsorships", Invited Keynote Speaker, MARCOMM, June, Ottawa, Canada,

Madill, J., 2007

"Putting More 'Social' into Marketing: A Call to Action", Sprott School of Business Research Gala Celebration, Ottawa, April, Key Note Speaker.

Riding, A., Madill, J., Haines, G.H. (Jr.), 2004

"Measuring Incrementality of Loan Guarantee Programs: Findings from a Survey-Based Approach", Technical Report Prepared for Industry Canada, 47 pages.

Madill, J., 2003

"Adopting a Marketing Approach: What Would it Mean for the Communications Branch at Indian and Northern Affairs Canada?" Technical Report Prepared for Indian and Northern Affairs Canada, 21 pages.

Madill, J., Thomas, R., Heslop, L., 2002

"An Evaluation Framework for the Health Canada Anti-Tobacco Mass Marketing Initiative 2001-2003", Technical Report Prepared for Health Canada, 68 pages.

Abstracts and Papers Read (Last 7 Years Only)

Madill, J., and N. O'Reilly 2009

"Forming, Terminating, Managing and Evaluating Canadian Sponsorships: An Empirical Examination" Presented at the Administrative Sciences Association of Canada, Marketing Division, Niagara Falls, Canada, June 6-9.

O'Reilly, N. and J. Madill 2009

"Methods and Metrics in Sponsorship Evaluation" Presented at the Administrative Sciences Association of Canada, Tourism and Sport Management Division, Niagara Falls, Canada, June 6-9

O'Reilly, N., and J. Madill 2008

"Sponsorship Evaluation", Hospitality, Tourism, Recreation and Sport Management Division of the Administrative Science Association of Canada, Halifax, Nova Scotia, May. (Accepted for publication in proceedings, but declined by authors).

Madill, J., Neilson, L., and Haines, G. (Jr.) 2008

"Web Site Utilization in SME Business Strategy: An International Comparison in the Global Wine Industry", International Council for Small Business: World Conference, Halifax, Canada, June.

Madill, J., Neilson, L., Haines, G.H., 2007

"Web Site Utilization in SME Business Strategy: The Case of the Canadian Wine SMEs", 24th Canadian Conference of the Canadian Council for Small Business and Entrepreneurship, Kelowna, November.

Coscarella, R. (Student), Orser, B., Riding, A., Madill, J., 2006

"Ethical Issues of Canadian Women in International Trade", Conference on Ethics and Entrepreneurship, Minneapolis, April.

Rahinel, R., O'Reilly, N., Madill, J., 2006

"Integrating Harm Reduction and Social Marketing: An Examination of Public Gun Use Behaviour", Social Marketing Advances in Research and Theory Conference, Banff, October.

Madill, J., Duxbury, L., Lyons, S., 2006

"Coping with Declining Fertility Rates in Canada and Other Developed Countries: The Application of Social Marketing", Social Marketing Advances in Research and Theory Conference, Banff, October.

Riding, A., Madill, J., 2006

"Investment Decision Making by Business Angels", Handbook of Research on Venture Capital Conference, Lund, May, This was refereed, but invited.

O'Reilly, N., Madill, J., 2006

"Social Marketing Sponsorships: A Proposed Process for Evaluation", Social Marketing Advances in Research and Theory Conference, Banff, October, A revised version of this paper was published in Social Marketing Quarterly in 2007.

Madill, J., Kuhn, G., (Student) 2005

"An Investigation of Marketing Practices and Consumer Orientation in Museums", The 9th International Research Symposium on Public Management (IRSPM IX), Milan, April.

Heslop, L., Madill, J., Duxbury, L., Dowdles, M., (Student) 2005

"Creating the Daily Bread: Food Task Strategies and Orientations of Single and Married Mothers and Their Outcomes", Administrative Sciences Association of Canada, Toronto, June.

Riding, A., Madill, J., Haines, G. (Jr.), 2005

"Measuring Incrementality of Loan Guarantee Programs: Findings from a Survey-Based Approach", Babson-Kauffman Conference on Entrepreneurship, Boston, June.

Nitani, M., Haines, G. (Jr.), Madill, J., Orser, B., Riding, A., 2004

"Financing New Technology Firms: Testing for Market Gaps", AGSE-Babson Regional Entrepreneurship and Innovation Research Exchange Forum, Melbourne, February.

Madill, J., Abele, F., 2004

"From Public Education to Social Marketing: The Evolution of the Heritage Canada Anti-Racism Social Marketing Program", Social Marketing Advances in Research and Theory Conference, Kananaskis, September.

Kuhn, G.(Student), Madill, J., 2004

"Not For Profit Marketing Practices and Patterns in Canada: The Case of Museums", Administrative Sciences Association of Canada, Quebec, June.

Madill, J., 2004

"Women SME Owners and Their Banking Relationships", Sustaining the Momentum: The Economic Forum on Women Entrepreneurs in Canada, Ottawa, October, Sprott Executive Forum, co-sponsored by Industry Canada and Sprott School of Business.

Nitani, M., Haines, G. (Jr.), Madill, J., Orser, B., Riding, A., 2004

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Signature

A handwritten signature in cursive script that reads "Judith Madill". The signature is written in black ink on a white background.

Date:

2010 - 05 - 14