

Curriculum Vitae
Colleen Collins
Associate Professor, Marketing
Associate Dean Beedie School of Business
Simon Fraser University
(Formerly Collins-Dodd)

Educational Background

- 1993 Ph.D. Marketing Marketing major /Psychology/Statistics minors, University of Alberta, Canada
How Retailers' Acceptance of Brand Extensions Contributes to Brand Equity
- 1979 BComm. Business (First Class Standing With Distinction), University of Alberta, Canada
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Employment History at Academic Institutions

- Current Associate Dean Graduate Programs, Beedie School of Business, Simon Fraser University
- Fall 2008-Fall 2010 Associate Dean, Burnaby/ Surrey Undergraduate Program, Faculty of Business, Simon Fraser University
- 2006 - 2008 Academic Director, Management of Technology MBA, Graduate Diploma Programs, Faculty of Business, Simon Fraser University
- 2004- Current Associate Professor, Marketing, Beedie School of Business, Simon Fraser University
- 1993 - 2004 Assistant Professor, Faculty of Business Administration Marketing, Simon Fraser University Burnaby, British Columbia, Canada
- 2000 Fall Visiting Faculty, Marketing, University College Dublin
- 1991 - 1993 Instructor, Faculty of Business Administration Marketing, Simon Fraser University Burnaby, British Columbia, Canada
- 1989 - 1991 Instructor, Faculty of Commerce, Marketing, University of Alberta, Edmonton, Alberta, Canada
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Other Employment History

- 1984 - 1985 Intergovernmental Officer (Seconded), Department of Intergovernmental Affairs, Province of Alberta
Policy Analysis, Coordination of Western Premiers' Conference
- 1979 - 1985 Research Officer, Office of the Premier, Province of Alberta
Policy analysis and research

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Teaching: Courses Taught

Marketing High Technology Goods and Services (Graduate --face to face + online)
Consumer Behaviour (Undergraduate and Graduate)
Marketing Research (Undergraduate)
Research Methods (Graduate)
Research in Marketing Strategy (Graduate)

Current Research Interests

Marketing High Technology: Adoption of High Technology Innovations, Export Strategies of High Tech exporters

Completed Works

Journal Articles

- Mau, Paulus, Jimena Eyzaguirrea, Mark Jaccard, Colleen Collins-Dodd and Kenneth Tiedemann (2008) "The 'neighbor effect': Simulating dynamics in consumer preferences for new vehicle technologies", *Ecological Economics*, Volume 68, Issues 1-2, December 2008, Pages 504-516.
- Collins-Dodd, Colleen, Irene M. Gordon, Carlyne Smart (2005) "Success Without Upward Mobility: Evidence from Small Accounting Practices", *Journal of Small Business & Entrepreneurship*; Summer 2005, Vol. 18 Issue 3, p327-342.
- Francis, June and Colleen Collins-Dodd, (2004) "Impact of export promotion programs on firm competencies, strategies and performance: The case of Canadian high-tech SME's", *International Marketing Review*, 21, #4/5, pp. 474-495.
- Collins-Dodd, Colleen, Irene M. Gordon, Carlyne Smart (2004) "Further Evidence on the Role of Gender in Financial Performance", *Journal of Small Business Management*, 42, #4, pp.395-417.
- Collins-Dodd, Colleen and Tara Lindley, (2003) "Store Brands and Retail Differentiation: The Influence of Store Image and Store Brand Attitude on Store Own-Brand Perceptions" *Journal of Retailing and Consumer Services*, vol.10 #3, pp.345-352.
- Francis, June and Colleen Collins-Dodd (2000) "The Impact of Firms' Export Orientation on the Export Performance of High-Tech SME's", *Journal of International Marketing*, Vol.8, #3, pp.84-103.
- Wyckham, Robert and Colleen Collins-Dodd (2001), "The Regulation of Fee and Comparative Advertising: The Cases of the Veterinarians of British Columbia", *Services Marketing Quarterly*, Vol 22.
- Epp, Michael, Aidan Vining, Colleen Collins-Dodd and Ernie Love (2000) "The Impact of Health Care User Fees in British Columbia" *Social Science and Medicine*, vol. 51, #5, pp.691-702.
- Collins-Dodd, Colleen and Judith Zaichkowsky (1999), "National Brand Responses to Brand Imitation: Retailers Versus Other Manufacturers", *Journal of Product and Brand Management*, 8 (2): 96-105.

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Collins-Dodd, Colleen and Jordan J. Louviere (1999) "Brand Equity and Retailer Acceptance of Brand Extensions" *Journal of Retailing and Consumer Services* 6 (1):1-13.

Book Chapters

Colleen Collins-Dodd, Mabel Fung (2006) Assessing the cross-cultural stability of Servqual in a multicultural market: the case of Canadian and Hong Kong immigrant banking customers", in *Marketing and Multicultural Diversity* C. P. Rao Series: New Perspectives in Marketing Ashgate Publishers, pp. 121-143.

Wyckham, Robert and Colleen Collins-Dodd (2000)"Learning Brands: Young Children and Brand Recognition" in *Researching Youth*, Ed. Joel Yves Le Bigot, ESOMAR Monograph Volume 9, Amsterdam. (Reprint of Selected ESOMAR Conference Proceedings 1997).

Monograph

"IT&T National Sector Team: Performance Measurement Report" presented to Industry Canada, (with June Francis and Scott Caldwell)

Conference Proceedings

Wyckham, Robert and Colleen Collins-Dodd (1997)"Learning Brands: Young Children and Brand Recognition" in Proceedings of ESOMAR International Seminar on Youth Research, Copenhagen Denmark. ESOMAR publication #216:31-46.

Collins-Dodd, Colleen, and J. J. Louviere (1994)"Retailer Acceptance of New Product Extensions: The Role of Brand Names" *Proceedings of the 1993 Symposium on Patronage Behavior and Retail Strategy: Cutting Edge III* , William Darden and Robert F. Lusch Eds. Louisiana State University: 354-365.

Delivered Papers

Collins-Dodd, Colleen and June Francis "Proactive Product Strategies and High Tech SME Exporters Performance" CIMAR, Barcelona, May 30, 2005

A Model of Website Adoption in the Coaching Industry: The case of Micro Business Professional Services, with Nancy Mackay and Andrew Gemino: poster presentation (Nancy Mackay presenter), International Coaching Federation conference, Denver, November 2003.

Collins-Dodd, Colleen, Erica Maygar and Michael J. Brydon, "Consumer channel decisions in a bricks and mortar vs. electronic retailing environment" presented to European/ Canadian Institute for Retailing and Consumer Services Conference August 2003

"Channel Theory Approach to Online Purchase Adoption", presented to Canadian/ European Institute for Retailing and Services Studies, June 2001, Vancouver,BC.

"Are Product Entrepreneurship and Export Entrepreneurship Related and Does it Matter? Presentation at CIMAR(Consortium for International Marketing Research), with June Francis, Phoenix Arizona, Nov.17-20, 2000.

"The Impact of Export Orientation on Export Performance of High-Tech SME's." Academy of Marketing Science Conference, Miami, May 1999, with June Francis. (abstract included in proceedings)

"A Cross-Cultural Evaluation and Extension of the SERVQUAL Scale with Canadian Banking Customers of Western and Chinese Origin" Canadian/European Institute for Retailing and Services Studies Conference, Telfs Austria, June 1996

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"How Do the Rich Get Richer? Retailer-Based Sources of Brand Equity", Marketing Science Conference, University of Arizona, March 1994.

"The Relationship between Perceived Problems and Expected Performance of Retail Grocers", Canadian/European Institute for Retailing and Services Studies Conference, May 1994.

"Retailer Acceptance of New Product Introductions: The Role of Brand Names", Symposium on Patronage Behavior and Retail Strategy: On the Cutting Edge II, Lake Placid, New York, May 1993.

"Assessing Predictive Validity of Alternative Conjoint Analysis Methods", Marketing Science Conference, University of Illinois, 1990.

"A Comparison of Predictions from Conjoint Ratings and Choice Tasks," Marketing Science Conference, Duke University, 1989.

"Do Export Promotion Programs Improve Export Performance: The Case of Canadian High Tech SME's. Invited paper for CIMAR (Consortium for International Marketing Research), Tennessee State University, Nashville, August 1999 with June Francis.

"Using Uncorrelated Conjoint Designs in a World of Correlated Beliefs" with Joel Huber, to Marketing Science Conference, University of California, Berkeley, March 1997.

Active Service to Simon Fraser University

Faculty Committees

September 2010 –current	Chair Graduate Program Committee, Academic Chair EMBA program, Academic Chair GDBA program, Member Senate Grad Studies Committee, Member Vancouver Campus Coordinating Committee, Nominations Committee; Executive Education Committee
September 2008- 2010	Chair Undergraduate Curriculum Committee, Member Planning and Priorities Committee, Nominations Committee, Surrey Committee. Assurance of Learning Task Force
July 2006 - August 2008	Chair, GDBA & MOT Committee
July 2006 - August 2008	Member, Grad Studies Committee
2003 - Current	Priorities and Planning Committee
2005 - 2006	Program development, SFU Business@Surrey Committee
September 2005 - 2006	Committee member, GDBA & MOT Committee
September 2003 - August 2006	Marketing Area Coordinator: Hiring/ support for sessional instructors in marketing; Introduction of General Motors Marketing Internship in Bus 448-- support to students, instructor, Edventures provider; Scheduling marketing teaching resources; Representation of Marketing area at faculty and student functions,
September 2002 - 2005	Student admissions; revisions to Marketing and Marketing/MIS SMBA programs, Specialist MBA Committee Marketing representative

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1998 - 2003	member, Nominations Committee
2002 - 2003	Program development, Ad Hoc Business PH.D. Committee
May 2001 - August 2002	Marketing Area Coordinator
2001 - 2002	Faculty Tenure Committee
1998 - 1999	member, Specialist MBA Committee
1997 - 1998	Member, Computing and Equipment Committee
1997 - 1998	member, Employment Equity
1998	Task Force Leader: Program and Teaching Task Force, Visioning Exercise
1996 - 1997	Appointments Committee
1994 - 1996	Member, Computer Equipment committee
1994 - 1995	Member, Faculty Tenure committee
1991 - 1992	MBA admissions committee

University Committees

July 2006 - Current	Committee member, Senate Committee on Enrollment Management and Planning, Surrey Coordinating Committee, Senate Committee on Undergraduate Studies, Strategic IT Planning Committee, Chair Surrey First Year Cohort Program Review Committee (3 months), Integrated Studies Advisory Committee, FIC advisory committee, Advisory Committee on Colleges (2009 3 months)
July 2006 - August 2008	Member, Assessment Committee for New Graduate Programs
July 2006 - August 2008	member, Senate Graduate Studies Committee
September 2002 - 2005	member, SCODA (Senate Committee on Disciplinary Appeals)
May 2001 - December 2001	University Senate
October 1995 - January 1996	Member, Ad Hoc Appeals Subcommittee of Senate Graduate Studies Committee

Other

1995 - 1999	Chair, Executive member and University Representative, Simon Fraser University Childcare Society
2004-2007	Secretary, Treasurer, Chair, 759 North Burnaby Air Cadets Parent Sponsoring Committee

Active Service to the Academic Community

1995 - current	Ad hoc reviewer, Journal of Retailing and Consumer Services
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1994 - 2008 Editorial Review Board- Marketing, Journal of Business Research, ad hoc reviewer

1995 - 1996 Ad hoc reviewer, Journal of Retailing

Other Service Activities

Occasional commentator on retailing and marketing issues for local media.(CBC radio and TV, VTV, BCTV, Vancouver Sun)

Awards, Honors and Scholarships

2006 **Title:** Faculty of Business Administration Teaching Honour Roll

1999 **Title:** Faculty of Business Administration Teaching Honour Roll

1999 **Title:** Faculty of Business TD-Canada Trust Distinguished Teaching Award

1998 **Title:** Faculty of Business Administration Teaching Honour Roll

1990 **Title:** Doctoral Consortium Fellow American Marketing Association

1985 **Title:** Carthy Foundation Outreach Doctoral Fellowship (1985-1988) University of Alberta-