

SARAH LORD FERGUSON

CURRICULUM VITAE

Beedie School of Business
Simon Fraser University

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EDUCATION

PhD in Business, Specialization in Marketing Beedie School of Business, Simon Fraser University	Current
Certificate in University Teaching and Learning Simon Fraser University	2018
Master's of Business Administration Beedie School of Business, Simon Fraser University	2017
Graduate Diploma in Business Administration Beedie School of Business, Simon Fraser University	2016
Master's of Physical Therapy Faculty of Medicine, University of British Columbia	2015
Bachelor of Science (Honors with Distinction), Kinesiology Faculty of Science, Simon Fraser University	2013

JOURNAL PUBLICATIONS

- Lord Ferguson, S.**, Flostrand, A., Lam, J., & Pitt, L. (2022). Caught in a vicious cycle? Student perceptions of academic dishonesty in the business classroom. *The International Journal of Management Education*, 20(3), 100677. <https://doi.org/10.1016/j.ijme.2022.100677>
- Lord Ferguson, S.**, & Berthon, P. (2022). A renewable resource model of health decision-making: insights to improve health marketing. *AMS Review*, 12(1), 71-84. <https://doi.org/10.1007/s13162-021-00208-w>
- Lord Ferguson, S.**, Smith, C., & Kietzmann, J. (2022). Hands-off? Lessons from high-touch professionals about going virtual. *Business Horizons*, 65(3), 303-313. <https://doi.org/10.1016/j.bushor.2021.03.002>
- Lord Ferguson, S.** (2022). Is the End of the Pandemic the End of Telerehabilitation?. *Physical Therapy*. pzac004. <https://doi.org/10.1093/ptj/pzac004>
- Smith, J. B., Smith, C. G., Kietzmann, J., & **Lord Ferguson, S.** (2022). Understanding micro-level resilience enactment of everyday entrepreneurs under threat. *Journal of Small Business Management*, 1-44. <https://doi.org/10.1080/00472778.2021.2017443>

Ezzat, A., Esculier, J.F., **Lord Ferguson, S.**, Napier, C., & Wong, S. (2022). Canadian physiotherapists integrate virtual care during the COVID-19 pandemic. *Physiotherapy Canada*, e20220092, <https://doi.org/10.3138/ptc-2022-0092>

Ferreira, C., Hannah, D., McCarthy, I., Pitt, L., & **Lord Ferguson, S.** (2022). This place is full of it: Towards an organizational bullshit perception scale. *Psychological Reports*, 125(1), 448-463. <https://doi.org/10.1177/0033294120978162>

Lord Ferguson, S., Pitt, C., & Pitt, L. (2021). Using artificial intelligence to examine online patient reviews. *Journal of Health Psychology*, 26(13), 2424-2434.

Berthon, P. R., **Lord Ferguson, S.**, Pitt, L. F., & Wang, E. (2021). The virtuous brand: The perils and promises of brand virtue signaling. *Business Horizons*. <https://doi.org/10.1016/j.bushor.2021.10.006>

Farshid, M., **Lord Ferguson, S.**, Pitt, L., & Plangger, K. (2021). People as Products: Exploring Replication and Corroboration in the Dimensions of Theory, Method and Context. *Journal of Business Research*, 126, 533-541.

Berthon, P., **Lord Ferguson, S.**, Hannah, D., Parent, M. (2020). Towards a Conceptualization of Secrecy in Marketing. *Journal of Strategic Marketing*. <https://doi.org/10.1080/0965254X.2020.1853200>

Robertson, J., **Lord Ferguson, S.**, Eriksson, T., & Näppä, A. (2019). The brand personality dimensions of business-to-business firms: a content analysis of employer reviews on social media. *Journal of Business-to-Business Marketing*, 26(2), 109-124.

Winner of the 2019 Journal of Business-to-Business Marketing Best Paper Award

Ferreira, C., **Lord Ferguson, S.**, & Pitt, L. (2019). Entrepreneurial Marketing and Hybrid Entrepreneurship: The Case of JM Reid Bamboo Rods. *Journal of Marketing Management*, 35(9-10), 867-885.

Mills, A., Pitt, C., & **Lord Ferguson, S.** (2019). Advertising and Brand Management in the Era of Falsehood. *Journal of Advertising Research*, 59 (1), 3-8

de Regt, A., Montecchi, M. & **Lord Ferguson, S.** (2019). A false image of health: how fake news and pseudo-facts spread in the health and beauty industry. *Journal of Product & Brand Management*, 29(2), 168-179.

Heinonen, K., Campbell, C., & **Lord Ferguson, S.** (2019). Strategies for Creating Value through Individual and Collective Customer Experiences. *Business Horizons*, 62(1), 95-104

Pitt, L., **Lord Ferguson, S.**, & Berthon, P. (2018). The Transition from Products to Connected Health: Observations and Avenues for Future Research. *Academy of Marketing Science Review*, 8(3), 233-239

Treen, E., **Lord Ferguson, S.**, Pitt, C., & Vella, J. (2018). Exploring emotions on wine websites: finding joy. *Journal of Wine Research*, 29(1), 64-70.

BOOK CHAPTERS

Berthon, P, Fedorenko, I., Pitt, L., and **Lord Ferguson, S.** (2018) "Can Brand Custodians Cope with Fake News? Marketing Assets in the Age of Truthiness and Post-Fact", in Atul Parvatiyar and Rajendra Sisodia, (eds.), *Handbook of Marketing Advances in an Era of Disruptions: Essays in Honor of Jagdish Sheth*, New Delhi, India: Sage

CONFERENCE PRESENTATIONS/PROCEEDINGS

Lord Ferguson, S., & Schau, Hope. Hurting to Help: Customer Expectations about pain in Frontline Healthcare Services
AMA Winter, Nashville, USA, February 2022

Finalist, Organizational Frontlines Young Scholar Research Competition

Lord Ferguson, S., Treen, E, Pitt, C, O'Connor, C, & Vella, J. Clustering the Critics: Using Textual Analysis to Distinguish Different Groups of Influential Wine Bloggers, *Academy of Marketing Science World Marketing Conference, Edinburgh, Scotland, July 2019*

Winner of the Jay Lindquist Best Academy of Marketing Science World Marketing Conference Paper

Lord Ferguson, S. Predicting Health Discounting Behavior: The Role of Resource Slack, *Academy of Marketing Science Annual Conference, Vancouver, Canada, May 2019*

Winner of the AMS Review/Sheth Foundation Doctoral Paper Competition

Lord Ferguson, S., Plangger, K., & Pitt, L. Content Analysis of eWOM for Heart Surgery, *Australia and New Zealand Marketing Academy Conference (ANZMAC), Australia, Dec 2018*

Lord Ferguson, S., Pitt, L., McCarthy, I., & Rousseau, E. Scaling a Hobby Business: The Case of JM Reid Bamboo Rods.

Academy of Marketing Annual Conference, Stirling, Scotland, July 2018

Winner of the Entrepreneurial & Small Business Marketing Track Prize for Best Paper at the Academy of Marketing Conference

Lord Ferguson, S., Pitt, C., & Pitt, L. How I Feel about my New Hip: An Emotion and Sentiment Analysis of Online Patient Review of Total Hip Replacement Surgery,

Macromarketing Society Annual Conference, Leipzig, Germany, July 2018

Lord Ferguson, S., Treen, E., de Beer, J., & Morrish, S. Mission Statements as Marketing Messages: A Comparative Content Analysis

Academy of Marketing Science World Marketing Conference, Porto, Portugal, June 2018

Lord Ferguson, S., Pitt, L., & Mills, A. Using More than One Grader: Controlled Experiments. *Marketing Educators Association Annual Conference, Santa Fe, New Mexico, April 2018*

Pitt, L., **Lord Ferguson, S.**, & Robertson, J. Preparing the Marketing PhD Graduate for the Academic Job Market: Insights from a Small Program

Society for Marketing Advances Annual Conference, Louisville, Kentucky, Nov 2017

TEACHING CASES

Lord Ferguson, S (2022). *Physio2U: Telehealth in the Time of COVID-19. Ivey Case Publishing*. Product Number: W27123

Lord Ferguson, S (2021). *Supply and Demand in the Canadian Healthcare System. Sage Business Cases*. Product Number: 200306

Dalaibuyan, B., **Lord Ferguson, S.**, & Werker, E. (2019). *Rio Tinto and Southgobi Community Cooperation Agreement. Ivey Case Publishing*. Product Number: 9B20M005

Hannah, D., **Lord Ferguson, S.**, Parent, M. (2019). "Accounting Exam Irregularities in an MBA Program." *Ivey Case Publishing*. Product Number: 9B19C005

Hannah, D., **Lord Ferguson, S.**, Pitt, L. (2018). "She Grabbed His What? A Personnel Manager's Dilemma." *Case Research Journal*. Available at Harvard Business Publishing. Product: NA0560

GRANTS AND SCHOLARSHIPS

Physiotherapy Association of British Columbia Ruth Byman Memorial Award in Recognition of Pursuit of Knowledge and Service to the Community, \$2,000	2022
Joseph-Armand Bombardier Canada Graduate Scholarship, \$105,000	2019-2022
Save-on-Foods Joint Diversity Scholarship, \$1,000	2020
Canada Graduate Scholarships-Michael Smith Foreign Study Supplement, \$6,000	2020
Beedie Family Scholarship, \$6,500 x 5	2018-20
PhD Graduate Fellowship, \$6,500 x 3	2018-20
KEY Graduate Scholarship, \$6,500	2019
SFU Travel Research Grant, \$3,000	2019
Duncan & Jean McEachran Memorial Prize in Canadian Business, \$1,800	2018
Travel Research Award, \$765	2017
TCG International MBA Graduate Scholarship, \$12,000	2016

HONORS AND AWARDS

Finalist, Organizational Frontlines Young Scholar Competition Hurting to Help: Customer Expectations about pain in Frontline Healthcare Services	2022
Winner, AMS Review/Sheth Foundation Doctoral Competition Predicting Health Discounting Behavior: The Role of Resource Slack	2019
Best Paper, Journal of Business-to-Business Marketing The brand personality dimensions of business-to-business firms: a content analysis of employer reviews on social media.	2019
Best Paper, Jay Lindquist Best World Marketing Conference Clustering the Critics: Using Textual Analysis to Distinguish Different Groups of Influential Wine Bloggers	2019
Teaching Honor Roll, Beedie School of Business Awarded to instructors in the top 10% of teaching evaluations by students	2018-19
Best Paper, Entrepreneurial & Small Business Marketing Track <i>Academy of Marketing Conference</i> Scaling a Hobby Business: The Case of JM Reid Bamboo Rods	2018
Top CGPA Award Awarded for highest GPA amongst the graduating class of MBA students	2018
Roger G. Welch Alumni Award Awarded for leadership, citizenship, and dedication in service to the University	2017, 2020

TEACHING APPOINTMENTS

Beedie School of Business, Simon Fraser University

BUS 360W: Business Communication	Fall 2018, Spring 2019
Teaching Evaluation: 3.9/4.0 (Fall), 3.8/4.0 (Spring)	

TEACHING ASSISTANT APPOINTMENTS

Beedie School of Business, Simon Fraser University

BUS 552: Managerial Economics (Grad. Diploma)	Fall 2017 - Summer 2020
BUS 703: Managerial Economics (MBA)	Fall 2017, Spring 2019, 2020

BUS 702: Marketing Management	Spring 2018, Spring 2019
BUS 709: Management of Information Systems	Spring 2018
BUS 711: Negotiations	Spring 2019
BUS 557: Organizational Behavior and Human Resources	Spring 2017-Spring 2018

SERVICE CONTRIBUTIONS

Assistant to Associate Editor , Business Horizons	Fall 2017 – Present
Blind Reviewer Journal of Business and Industrial Marketing, Journal of Product and Brand Management, Journal of Advertising Research, Journal of Strategic Marketing, Journal of Services Management, Business Horizons	Sept 2017 – Present
Member, Professional Development Advisory Committee Physiotherapy Association of British Columbia	May 2022 - Present
Chair, Business Affairs Committee Physiotherapy Association of British Columbia	Jan 2016 – May 2022
Senator, SFU Senate Member, Senate Committee on University Honours Member, Senate Electoral Standing Committee Member, Senate Graduate Studies Committee	June 2018 – June 2022
Governor , SFU Board of Governors Member, SFU Responsible Investment Committee SFU Governance & Nominating Committee	June 2019 – June 2020
President , Beedie Doctoral Student Association	Sept 2019 – Sept 2020
Track Chair , Public Policy, Non-profit and Healthcare Marketing Society for Marketing Advances (SMA), New Orleans, November	Nov 2019
Track Chair , Healthcare Marketing Academy of Marketing Science (AMS) World Marketing Congress, Edinburgh	July 2019
President , Graduate Business Student Association Member, Graduate Business Women's Council Councillor, Graduate Student Society	Sept 2016 – Aug 2017

INDUSTRY WORK EXPERIENCE

Physiotherapist

North Shore Sports Medicine

Feb 2016 - Present

Kinesiologist

OT Consulting and Treatment Services

April 2011 – Dec 2011

Lifeguard and First Aid Instructor

SFU Recreation

May 2010-Aug 2015