

**Debra L. Stephens, Ph.D.**

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Associate Professor of Marketing  
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**EDUCATION**

**The University of Chicago**

- Ph.D., Behavioral Sciences (Committee on Cognition and Communication), 1983  
Dissertation title: Hemispheric Language Dominance and Gesture Hand Preference.
- MA, Behavioral Sciences (Committee on Cognition and Communication), 1981  
Master's thesis title: How People Make Mental Comparisons Using Pictures vs. Words.

**The University of Texas at Austin**

- BA, Psychology, magna cum laude, 1975

**ACADEMIC APPOINTMENTS**

**University of Portland**

- Associate Professor of Marketing, 1999-present
- Visiting Associate Professor, 1997-1999
- Undergraduate courses taught:
  - Principles of Marketing
  - Consumer Behavior
  - Integrated Marketing Communications
- Graduate courses taught:
  - Digital Marketing
  - Consumer Behavior
  - Integrated Marketing Communications

**University of Michigan, Ann Arbor, MI**

- Visiting Assistant Professor, Michigan Business School, 1996-97
- Graduate course taught: Advertising Management

**Villanova University, Villanova, PA**

- Assistant Professor, College of Commerce and Finance, 1992-1996
- Undergraduate courses taught:
  - Advertising Management
  - Consumer Behavior
- Graduate courses taught:
  - Advertising Management
  - Consumer Behavior

**University of Maryland, College Park, MD**

-Assistant Professor, College of Business and Management, 1986-1991

-Visiting Assistant Professor, 1985-86

Undergraduate courses taught:

Advertising Management

Consumer Behavior

Graduate courses taught:

Advertising Management

Consumer Behavior

**Columbia University, New York, NY**

-Visiting Assistant Professor, Graduate School of Business, 1984-85

Graduate courses taught:

Advertising Management

Sales Management

**ADMINISTRATIVE APPOINTMENTS**

**University of Portland**

Assurance of Learning Coordinator, 2010-present

**TEACHING ABROAD**

**PROFESSIONAL EXPERIENCE**

**Humane Research Council, Seattle, WA**

Qualitative research consultant, 2005-06

**EliasArts, New York, NY**

Branding research consultant, 1998-99 and 2001

**D'Arcy Masius Benton & Bowles, Detroit, MI**

Advertising research consultant, 1997

**MAJOR RESEARCH INTERESTS**

Consumer behavior

Marketing to vulnerable consumers

Pet owners' purchase patterns

Marketing to pet owners

**INTELLECTUAL CONTRIBUTIONS**

**Peer Reviewed Journals:**

**Academic/Professional Meeting Proceedings:**

**Academic/Professional Meeting Presentations:**

“Reframing Animal Adoption as a Consumer Purchase Journey” presented at the National Business and Economics Society Eighteenth Annual Conference, March 8-12, 2017, Puerto Vallarta, Mexico.

“Evolving Assessment, Engaging Faculty” presented at the AACSB 2017 Assessment and Impact Conference, March 12-14, 2017, in Phoenix, AZ

**Competitive Research Awards Received:**

**Textbooks:**

*Essentials of Consumer Behavior*, Routledge, 2017 (has been published).

Signed contract in May, 2017 with Taylor and Francis, Routledge to write Principles of Marketing textbook entitled *Essentials of Small Business Marketing*, manuscript due December, 2018.

**Cases:**

**Other Teaching Materials:**

**Other:**

Invited commentary on *Legends in Consumer Behavior: Morris B. Holbrook Research Volume 12 Macromarketing Applications, Part I – Ethical Concerns, Social Issues, and Animal Companions*, Ed. Jagdish Sheth, Sage Publications, 2015.

**PROFESSIONAL DEVELOPMENT**

Assessment Conferences Attended:

- AACSB’s 2013, 2014, 2015, 2017 Assessment Conferences
- AACU’s Assessment Conference in Portland, OR, Mar., 2014

Research and Practitioner Conferences Attended:

- Best Friends Animal Society’s No More Homeless Pets conference in Las Vegas, NV and Kanab, UT, Oct., 2012
- American Marketing Association’s Marketing and Public Policy conference in Atlanta, GA, June, 2012
- Digital Marketing Summit in Portland, OR, June, 2013
- Helen Woodward Center’s Animal Center Education Services Conference in San Diego, CA, Oct., 2013
- Helen Woodward Center’s The Business of Saving Lives conference in San Diego, CA, Feb., 2015
- Annual Social Media Conference in Victoria, BC, May, 2015

- American Marketing Association's Winter Educators' Conference in Las Vegas, NV, Feb., 2016
- Annual Social Media Conference in Victoria, BC, May, 2016
- Digital Marketing Summit in Portland, OR, July, 2016

### **AWARDS, FELLOWSHIPS AND HONORS**

- Humane Research Council and Farm Sanctuary grants, "Meat Consumption Motives and Choices." Summer, 2008.
- Coleman Grant, "Learning from the BEST: Profiling sustainable business practices of local entrepreneurs- winners of 2006 and 2007 BEST Award." Spring, 2008, with Elena Bernard.
- Butine Faculty Research Grant, "Enhancing Entrepreneurs' Responses to Consumers with Disabilities." Summer, 2000.
- Marketing Science Institute, "Predicting Post-Advertisement Attitudes." 1986-87, with co-investigator J. Edward Russo.
- NIMH Psycholinguistics Training Grant, 1976-1979.
- Member of Phi Beta Kappa, Phi Kappa Phi.

### **PROFESSIONAL ACTIVITY**

Membership in professional societies:

- American Council on Consumer Interests
- Society for Consumer Psychology
- Association for Consumer Research

### **PROFESSIONAL SERVICE**

Regularly review manuscripts for *Journal of Macromarketing*, *Marketing Theory*, *Journal of Public Policy and Marketing*.

### **UNIVERSITY SERVICE**

Pamplin School of Business Administration:

- Facilitated program assessment session in annual faculty retreat, Kennedy School, August, 2011-2016
- Assurance of Learning Program Coordinator 2010-present.
- Marketing Team Leader 2006-2007.
- Chair of Marketing Faculty Search Committee 2006.
- Member of Dean Search Committee 2005-2006.
- Member of Assurance of Learning Committee 2004-2006.
- Member of Strategic Planning Committee 2003-2006.
- Member of MBA Curriculum Committee 1997-2002.
- Chair of MBA Curriculum Committee 2000-2001.
- PSOBA liaison with library staff 1999-2001.

University of Portland Committees:

- Member of UP Assessment Committee (GET CORRECT NAME)
- Member of search committee for IR hire (GET CORRECT NAME)
- Member of subcommittee on Catholic character (GET CORRECT NAME)
- Member of the Committee on Rank and Tenure, 2007-2016
- Member of Institutional Review Board, 2007-2013
- Member of Committee on Curriculum and Academic Regulations, 2005-2007.
- Member of Presidential Advisory Committee on the Americans with Disabilities Act, 2005-present.
- Member of Presidential Advisory Committee on Health and Safety 1999-2002, 2006-2007.

University of Portland Workshops, Seminars:

- Co-led information session for new faculty on the promotion and tenure process, March, 2011-2014
- Attended and moderated session in “Mission Driven Business Education” seminar, August 2-4, 2010.
- Participated in information session on the promotion and tenure process on Faculty Development Day, May, 2008-2015
- Participated in “Marketing Sustainability” panel discussion for Focus the Nation, January 31, 2008.
- Participated in panel discussion of disabilities for Disability Awareness Week, October 4, 2005.

**COMMUNITY SERVICE**

- Adoption Office Assistant at Oregon Humane Society 2013-present.
- Marketing research advisor to Oregon Alliance Working for Antibiotic Resistance Education 2003-2004, 2008-2010.
- Marketing volunteer at the Feral Cat Coalition of Oregon 2008-2009.
- Participated in Career Day discussion with summer students at Washington State School for the Blind in summer, 2005.
- Marketing researcher for Humane Research Council 2005-2006.
- Member of Marketing Committee for Jewish Family and Child Service 2000-2001.