

Jan. 4, 2008

LINDSAY N. MEREDITH

973 Seaforth Way
Port Moody, B.C.
V3H 3T6

(778) 782- 5554 office
(778) 782 -4920 fax
(604) 939-0460 home

EDUCATION

Ph.D., Simon Fraser University (1981)
M.A., Simon Fraser University (1974)
B.A., Simon Fraser University (1968)

ACADEMIC AND BUSINESS EXPERIENCE

Simon Fraser University, Faculty of Business Administration:
Full Professor, Marketing (2003 – present)

Simon Fraser University, Faculty of Business Administration:
Associate Dean, Faculty Operations & Acting Dean (1998-2002)

Simon Fraser University, Faculty of Business Administration:
Director, Graduate Programs (1993-1998)

Simon Fraser University, Faculty of Business Administration:
Director, MBA Program and Executive MBA Program (1992)

Simon Fraser University, Faculty of Business Administration:
Full Professor, Marketing (1991)

Simon Fraser University, Faculty of Business Administration:
Area Coordinator (Chair of Marketing) (1991, 1988, 1987)

Simon Fraser University, Faculty of Business Administration:
Associate Professor, Marketing (1987)

Simon Fraser University, Faculty of Business Administration:
Assistant Professor, Marketing (1981-1986)

Memorial University, Faculty of Business Administration:
Assistant Professor, Marketing (1978-1980)

Simon Fraser University, Department of Economics and Commerce:
Sessional Lecturer (1974-1977)

Weldwood of Canada and Cariboo Pulp and Paper:
Sales Analyst (1971-1974)

Weldwood of Canada:
Commodity Broker, U.S. Rail Trader (1970)

Simpson Sears Ltd.:
Personnel Management (1969)

HONOURS, SCHOLARSHIPS AND FELLOWSHIPS

Citation of Excellence, for one of top 50 articles in 2006. Selected from among 15,000 articles in 400 academic journals by Emerald Management Reviews Independent Review Board 2007.

Faculty of Business Administration, recipient of Teaching Honour Roll Award 2002- 2003

President's Award for Service in Media and Public Relations 2001.

Fullbright Scholarship Competition. Selected to Adjudication Committee for Canada/U.S. awards 2001.

Ranked as one of the "Top 50 B.C. Thinkers" by an independent adjudication committee of academics and media representatives commissioned by the Vancouver Sun Newspaper (Aug. 2000).

Faculty of Business Administration, Teaching Honour Role. Awarded to the top ten instructors in the faculty for the Fall Semester 2000.

Research and Evaluation Grant, \$10,000 for project, "The University of Kuwait Proposed National MBA Program: An External Review". Funding provided by the University of Kuwait and The Ministry of the Interior, State of Kuwait, October 1996.

Social Sciences and Humanities Research Council, Travel Grant (1986)

Youth Employment Grant (1983-2007), 13 received by students working under my direction.

Xerox Canada Fellowship (1980)

Cunningham Drugs Scholarship (1977)

PUBLICATIONS

Articles

1. Meredith, Lindsay, "Scanning for Market Threats", *Journal of Business and Industrial Marketing*, Emerald Group Publishing Ltd., Vol. 22, Issue 4/5, (2007) p. 211-219.
2. Meredith, Lindsay, " A Diagrammatical Template for Business Market Demand Estimation", *Industrial Marketing Management*, Elsevier Science Inc., Vol. 35 Issue 4, (2006) p.431-445. Emerald Publishing "Citation of Excellence Award" selected from among 15,000 articles in 400 management journals.
3. Meredith, Lindsay and Dennis Maki, " Product Cannibalization and the Role of Prices," *Applied Economics*, vol. 33, (2001).
4. Vining, Aidan, and Lindsay Meredith, "Metachoice for Strategic Analysis," *European Management Journal*, Vol.18, No. 6 (2001) 605-618.
5. Meredith, Lindsay, "Strategic Choices for Business Marketers," in S.B.Dahiya (ed.), *The Current State of Business Disciplines*, Vol. 6: Marketing, Spellbound Publications, Rohtak, India, (January 2000) 2909-2919.
6. Tjosvold, Dean, Lindsay Meredith and Choy Wong, "Coordination to Market Technology; The Contribution of Cooperative Goals and Interaction," *The Journal of High Technology Management Research*, Vol. 9, No. 1 (1998) 1-15.
7. Meredith, Lindsay, "A Customer Evaluation System," *The Journal of Business and Industrial Marketing*, MCB University Press Limited, Bradford England, Vol. 8, No. 1 (1993) 58-72.
8. Tjosvold, Dean, Lindsay Meredith and Michael Wellwood, "Implementing Relationship Marketing: A Goal Interdependence Approach," *The Journal of Business and Industrial Marketing*, MCB University Press Limited, Bradford England, Vol. 8, No. 4 (1993) 4-16.
9. Meredith, Lindsay, and Dennis Maki, "The United States Export and Foreign Direct Investment Linkage in Canadian Manufacturing Industries," *Journal of Business Research* vol. 24, No. 1 (Jan.1992) 73-89.
10. Meredith, Lindsay and Dennis Maki, "Asymmetric Promotion and Strike Effects in an Oligopolistic Service Industry," *Applied Economics*, Vol. 23, No. 6 (June 1991) 1123-1134.
11. Meredith, Lindsay, "Developing and Using a Data Base Marketing System", *Industrial Marketing Management*, Vol. 18, No. 3 (November 1989) 245-257.
12. Meredith, Lindsay, "U.S. Foreign Trade and Marketing in Canadian Manufacturing Industries," *International Journal of Advertising*, London Business School, University of London, United Kingdom, Vol. 7, No. 4, (1988) 343-355.

13. Meredith, Lindsay, Dennis Maki and Robert Wyckham, "The Media Mix Aggregation Problem: A Transfer Function Approach," *Canadian Journal of Administrative Sciences*, Vol. 4, No. 4, (December 1987), 447-468.
14. Maki, Dennis and Lindsay Meredith, "A Note on Unionism and the Elasticity of Substitution," *Canadian Journal of Economics*, University of Western Ontario, Vol. 20, No. 4 (1987) 792-801.
15. Maki, Dennis and Lindsay Meredith, "Production Cost Differentials and Foreign Direct Investment: A Test of Two Models," *Applied Economics*, University of London, England, Vol. 18, No. 10 (1986) 1127-1134.
16. Maki, Dennis and Lindsay Meredith, "The Effect of U.S. and Canadian Wage and Productivity Differentials and FDI Status on the Canadian Propensity to Import U.S. Sourced Products," *Weltwirtschaftliches Archives*, University of Kiel, Vol. 122, No. 1, (1986) 164-172.
17. Maki, Dennis and Lindsay Meredith, "The Effects of Unions on Profitability: Canadian Evidence," *Relations Industrielles*, Université Laval, Vol. 41, No. 1, (1986) 54-67.
18. Meredith, Lindsay, "Developing and Using a Customer Profile Data Bank," *Industrial Marketing Management*, Elsevier Scientific Publishing Co., Vol. 14, No. 3, (November 1985) 255-268.
19. Globerman, Steven and Lindsay Meredith, "The Foreign Ownership -- Innovation Nexus in Canada," *The Columbia Journal of World Business*, Columbia University, 19 (Winter 1984) 53-62.
20. Meredith, Lindsay N., "Marketing Determinants of U.S. Direct Investment in Canadian Manufacturing Industries," *The Columbia Journal of World Business*, Columbia University, 19 (Fall 1984) 72-78.
21. Meredith, Lindsay N. and Michael Hutt, "Toward an International Perspective of Market Analysis in Industrial Marketing," *Journal of Marketing Education*, University of Colorado, (Fall 1984) 15-20.
22. Meredith, Lindsay N., "U.S. Multinational Investment in Canadian Manufacturing Industries," *The Review of Economics and Statistics*, Harvard University, 66 (February 1984) 111-119.

Books, Published Proceedings, and Contributed Text Material

1. McCarthy, Jerome E., William D, Perreault, Lindsay Meredith and Lynne Riker, *Basic Marketing, 12th Canadian Edition*, McGraw-Hill Ryerson, Toronto, publication date February 2007.
2. Gross, Andrew C., Lindsay Meredith and Emeric Solymossy, "Relationship Marketing in the Public and Non Profit Sector: The Case of Universities, Graduates, and Alumni Associations", Proceedings of the Fifth Congress of the Public and Non Lucrative Marketing International Association, Romania, .

- 3 Meredith, Lindsay, "Customer Dissatisfaction", CBC Marketplace video documentary in Meredith, Lindsay, Lynne Riker, William D. Perreault and E. Jerome McCarthy, *Basic Marketing, 12th Cdn. ed.*, McGraw-Hill Ryerson Toronto, February, 2007.
- 4 Meredith, Lindsay, "The North American Music Industry and the Internet", CBC Venture video case in: Meredith, Lindsay, Lynne Riker, William D. Perreault and E. Jerome McCarthy, *Basic Marketing, 12th Cdn. ed.*, McGraw-Hill Ryerson Toronto, February, 2007.
- 5 Meredith, Lindsay, "Imperial Lumber Limited", case in Wong, Kenneth B., Stanley J. Shapiro, William D. Perreault, E. Jerome McCarthy and Algis Juzukonis, Case Book to Accompany *Basic Marketing A Global Managerial Approach, 11th Cdn. ed.*, McGraw-Hill Ryerson, 2005.
- 6 Meredith, Lindsay, "Samuel's Furniture", in the *Classic Case Section* of Wong, Kenneth B., Stanley J. Shapiro, William D. Perreault, E. Jerome McCarthy, *Basic Marketing A Global Managerial Approach, 11th Cdn. ed.*, McGraw-Hill Ryerson, 2005.
- 7 Meredith, Lindsay, "Burrowing Deeply Into the Minds of Customers", CBC Venture case video in Kotler, Phillip, Gary Armstrong and Peggy Cunningham, *Principles of Marketing 6th Cdn. Ed.* Pearson Education , Toronto, Ontario, 2005.
- 8 Meredith, Lindsay, "Researching with Focus Groups", CBC Venture case video in Solomon, Michael, Elnora W. Stuart, J. Brock Smith and Ajay K. Siri, *Marketing Real People, Real Decisions, 2nd Cdn. Ed.*, CBC/Pearson Education, Canada 2003.
- 9 Gross, Andrew, Peter Banting, Lindsay Meredith and David Ford, *Business Marketing*, Houghton Mifflin Company, Boston, Mass., U.S.A; Exhibit 1-1 "A Simplified View of Buyers & Sellers in Business Marketing" reprinted in McColl, J., Kennedy et al., *Services Marketing* John Wiley & Sons Australia 2003.
- 10 Meredith, Lindsay, "Samuel's Furniture," (revised), case in Herbert F. MacKenzie, *Marketing in Canada: Cases and Exercises*, Prentice-Hall, 1999.
- 11 Gross, Andrew, Peter Banting, Lindsay Meredith and David Ford, *Business Marketing*, Houghton Mifflin Company, Boston, Mass., U.S.A. Translated to Hindi for the Indian market, 1999.
- 12 Meredith, Lindsay N., "Imperial Lumber Limited," case in Shapiro, S.J., W.D. Perreault and E.J. McCarthy, *Basic Marketing*, 9th Edition, Irwin-McGraw Hill, 1999.
- 13 Meredith, Lindsay, "Samuel's Furniture: A Family Affair," case in Shapiro, S.J., W.D. Perrault and E.J. McCarthy, *Basic Marketing*, Irwin, 1996.

- 14 Gross, Andrew, Peter Banting, Lindsay Meredith and David Ford, *Business Marketing*, Houghton Mifflin Company, Boston, Mass., U.S.A., 1993 (ISBN 0-395-56083-7, 810 pp.). Sales in Canada, U.S., Belgium, Sweden, Africa, New Zealand, Australia and Southeast Asia.
- 15 Meredith, Lindsay, "Samuel's Furniture: A Family Affair," case in McCarthy, E.J., Stanley J. Shapiro and W. Perrault, *Basic Marketing*, 7th Canadian Edition, Richard D. Erwin Company, Homewood, Ill., U.S.A., 1993.
- 16 Meredith, Lindsay, "West Coast Furniture," case in McDougall, Gordon and Michel Laroche, *Canadian Retailing*, 2nd Edition, Richard Erwin Company, Homewood Ill., U.S.A., 1993.
- 17 Meredith, Lindsay, "West Coast Furniture," case in *Basic Marketing*, 6th Canadian Edition, McCarthy, Shapiro and Perreault, 1992.
- 18 Wyckham, Robert, Lindsay Meredith and Gervase Bushe, *The Spirit of Entrepreneurship*, edited text of selected articles from the 32nd Annual World Conference of the International Council for Small Business, Vancouver, British Columbia, 1987 (416 pp.).
- 19 Meredith, Lindsay N., "Weldwood of Canada Ltd." and "West Coast International Resources," cases in text *Industrial Marketing Management*, 3rd edition by Robert W. Haas, Kent Publishing, 1986.
- 20 Meredith, Lindsay N., *Marketing Management in Canada and Instructor's Manual to Accompany Marketing Management in Canada*, 2nd edition by M. Laroche, R. Darmon and J. Petrof, McGraw-Hill Ryerson, 1985.
- 21 Meredith, Lindsay N., *Basic Marketing*, and *Instructor's Manual to Accompany Basic Marketing* E.J. McCarthy and S.J. Shapiro, Richard D. Irwin Company, 1986, 1989.
- 22 Meredith, Lindsay N., *Essentials of Marketing*, 2nd Canadian edition and *Instructor's Manual to Accompany Essentials of Marketing*, E.J. McCarthy, S.J. Shapiro and W. Perreault, Richard D. Irwin Company, 1986.
- 23 Meredith, Lindsay N., "Industrial Market Demand Evaluation," *Proceedings of the Annual Meeting of the Marketing Division of the Administrative Sciences Association of Canada*, Vancouver, Vol. 4, Part 3, May 1983, (refereed).
- 24 Meredith, Lindsay N., *Readings in Canadian Marketing* by U. de Brentani and Michel Laroche (eds.), Iowa: Kendall/Hunt Publishing Company, 1983.
- 25 Maki, Dennis and Lindsay N. Meredith, *Major Investments in British Columbia: 1983 to 1995*, Canada West Foundation, Monograph, 1983, (89 pp.).

Conferences, Seminars and Working Papers

1. Gross, Andrew C., Lindsay Meredith and Emeric Solymossy, "Relationship Marketing in the Public and Non Profit Sector: The Case of Universities, Graduates, and Alumni Associations", Proceedings of the Fifth Congress of the Public and Non Lucrative Marketing International Association, Romania, 2006.
2. Meredith, Lindsay, Chairman and Discussant, Session 9, "Macromarketing Consumption" track, Academy of Marketing Science Conference, Vancouver 2004.
3. Meredith, Lindsay, "Recruitment & Retention Problems: Business Administration Professors in British Columbia" B.C. Government Ministry of Finance Economic Roundtable Fall 2002.
4. Meredith, Lindsay, "Post-Secondary Economic Outlook for British Columbia," Presentation to The British Columbia Ministry of Finance -- Economic Roundtable Fall 2001.
5. Meredith, Lindsay N., Dean Tjosvold and Choy Wong, "Coordination to Market Technology: The Contribution of Cooperative Goals and Interaction," presented at the Administrative Sciences Association of Canada, June 1997, (refereed).
6. Meredith, Lindsay N. and Andrew Gross, Seminar: "International Marketing: The Marketing Environment and International Challenge," Simon Fraser University, Executive Development Program, June 1997.
7. Meredith, Lindsay N., "International Trends in MBA Programs," Seminar Presentation to the Dean of Graduate Studies and Graduate Council, University of Kuwait, October 1996.
8. Meredith, Lindsay N., "Development Strategies for MBA Programs," Seminar Presentation to The College of Administrative Sciences, University of Kuwait, October 1996.
9. Meredith, Lindsay N., "The University of Kuwait Proposed National MBA Program: An External Review," Discussion Paper, The University of Kuwait and The Ministry of the Interior, State of Kuwait, October 1996 (reviewed) 1-23.
10. Invited Lecturer, seminar on "Building a Dynamic Marketing Organization". Sponsored by: International Marketing Group and The Canadian Institute of Marketing. Organized by: The University of Ottawa. Five seminars (1991-1993).
11. Maki, Dennis and Lindsay Meredith, "Political Parties and the Pricing of Alcoholic Beverages", Simon Fraser University, Department of Economics Discussion Paper, 1990.

12. Meredith, Lindsay, Chairman, "Managing Business Marketing Channels" track, American Marketing Association and Pennsylvania State University Consortium at Arizona State, 1988.
13. Maki, Dennis and Lindsay Meredith, "The Post 1973 Productivity Growth Slowdown: Causes and Correlates", Simon Fraser University, Department of Economics Discussion Paper, 1989.
14. Maki, Dennis and Lindsay Meredith, "The Price Responsiveness of Alcohol Consumption in Canada," Simon Fraser University, Department of Economics Discussion Paper, 1989.
15. Meredith, Lindsay N., "U.S. Foreign Trade and Marketing in Canadian Manufacturing Industries," Eleventh Annual Macromarketing Conference, Boulder Colorado, 1986, (refereed).
16. Meredith, Lindsay N., Chairman, Survey Methodology Track, Session 9B, Administrative Sciences Association of Canada Annual Conference, 1986.
17. Meredith, Lindsay N., Seminar: "Demand Evaluation for New Business," *New Enterprise Program*, Professional Studies Program, Simon Fraser University, 1985.
18. Meredith, Lindsay N. and Brian Hartwick, Seminar: "Prospects for an Octopus Fishery in British Columbia," Institute of Fisheries Analysis Seminar, 1984.
19. Meredith, Lindsay N., "Marketing Determinants of United States Multinational Corporate Investment in Canada," Seventh Annual Macromarketing Conference, Boulder, Colorado, 1982, (refereed).

Various aspects or versions of this paper have also been presented at:

- a. The University of British Columbia, Marketing Division Seminar Series, 1980.
 - b. The Atlantic Schools of Business Conference, St. Mary's, Halifax, 1979, (refereed).
 - c. Queens University, The University of Ottawa, and The University of Alberta.
20. Meredith, Lindsay N., Seminar: "Marketing Profiles for the Recreational Swimmer," *Aquatics 81*, International Conference sponsored by the Red Cross, 1981.
 21. Meredith, Lindsay N., Seminar: "Causes and Correlates of Poverty in Canada," Memorial University, 1977.

Abstracts and Reviews

1. Book Reviewer for McGraw-Hill Ryerson 2003 on *Business Teaching: A Quickstart Guide* by Auster / Grant & Wylie.
2. Transactions of the American Fisheries Society 1984, book review on *Marketing in Fisheries and Aquaculture*, by Ian Chaston.
3. Journal of Economic Literature 1984, 1 article abstract.
4. Journal of Marketing 1982-1984, 10 article abstracts.

PARTICIPATION IN LEARNED OR PROFESSIONAL SOCIETIES

1. Reviewer, *Canadian Administrative Sciences Association of Canada* 2004 – 2006.
2. Editorial Advisory Board, *Industrial Marketing Management*, (2005 – present).
3. Editorial Review Board, *International Quarterly Journal of Marketing* (2001-2004).
4. Referee, *Applied Economics* 1990.
5. Referee, *Journal of Marketing* (1989-1991).
6. Canadian Book Review Editor, *Journal of Global Marketing* (1989)
7. Referee, *Journal of International Consumer Marketing* (1988-1990).
8. Text reviewer for Holt, Rinehart and Winston of Canada Ltd. 1989.
9. Reviewer, *Canadian Journal of Administrative Sciences* 1988.
10. Editorial Board, *Journal of Business and Industrial Marketing* (1986-present).
11. Referee, *Advances in International Marketing* 1986.
12. Reviewer, Administrative Sciences Association of Canada, Annual Conference, 1986.
13. Strategic Grants reviewer for Social Sciences and Humanities Research Council of Canada, 1985.
14. Article reviewer for The American Marketing Association Winter Educators Conference, Fort Lauderdale, Florida, 1984.
15. Referee, *The Review of Economics and Statistics* (1984-1986).
16. Text proposal reviewer for Prentice-Hall Canada, 1983.
17. Abstract Editorial Staff, *Journal of Marketing* (1982-1984).

18. Referee, *Journal of Macromarketing* (1982-1996).

UNIVERSITY SERVICE

External

1. Standard and Poor's Society of Industry Leaders, invited membership 2006 - present.
2. Consult to President, Simon Fraser University Trust viz. marketing of the Cornerstone retail complex to UniverCity and the greater SFU community 2005.
3. Degree Program Evaluation Committee, for the *Degree Quality Assessment Board, Ministry of Advanced Education*, Province of British Columbia 2004 - present.
4. Ministry of Finance, Business Council of British Columbia - Province of British Columbia, Economic Roundtable. Invited panel member representing one of 25 sectors of the BC economy. This committee provides economic advice and an economic outlook to the Ministry of Finance for the coming year. Appointment from 2000 - 2004.
5. External Provincial Appointee to the Fraser Health Authority Review Ethics Board. This committee approves clinical research at 11 (approx.) hospitals with a catchment of approx. 1.3 million people in B.C. Appointed from 1997 - present.
6. Education Program Advisor and Lecturer to the Institute of Canadian Bankers' Fellowship Program and f Seminar Program (1989-1991).
7. Expert witness for the federal government's Competition Tribunal on Canada's first merger divestiture case under the Competition Act (1991).
8. Invited Panel Member, Vancouver Enterprise Forum, Vancouver, 1989.
9. Program Chairman, The 32nd Annual World Conference of the International Council for Small Business, Vancouver, 1987.
10. Invited panel member (Simon Fraser representative) to the Minister of State Small Business (Hon. André Bissonnette) regarding the federal government's *Consultation Paper on Small Business*, 1985.
11. Co-Chairman, *Ninth Annual Macromarketing Conference*, University of British Columbia, 1984.

12. Media Interviews: 1,245 completed (TV 434; radio 282; papers 406; magazines 123.). Approximately 70% of interviews were in marketing with emphases on retailing, advertising, media, cross-border shopping and political marketing. Economics related interviews constituted the remaining 30%. Interviews generally focused on macroeconomic issues such as monetary, fiscal and budgetary problems at both the federal and provincial levels. Market coverage included: Vancouver, Toronto, Ottawa, San Francisco, New York, Hawaii, Washington D.C., London England, Southeast Asia and Europe.

Radio broadcasts included: *CKNW* and *CKWX* and *CBC* (regional and provincial); Canadian national radio; *American Public* (national) *Radio*; *CBC International Radio* and; two interviews on *Voice of America - Southeast Asia* (approx. listenership 30 million).

Television broadcasts included: *CBC News World International*; *CBC National* broadcasts (*Venture*, *Newsmagazine*, *Canada Now*, *Canada AM* and a one hour national documentary on *CBC's Marketplace*); *CTV's* international broadcast *Newsnet*; *CTV National News* and their national program *Digital Desk*; *Global TV National News*; and *BCTV* documentary programming. Regional TV included numerous interviews for *CBC*; *BCTV-Global*; *VTV*; *Rogers TV*; *Shaw TV*; *Fairchild Television*; *CTV*; *Channel M*; and the *Knowledge Network*. One documentary was also completed under the auspices of the UBC Faculty of Medicine.

Newspaper interviews have been completed for: *The London Daily Telegraph*; *The Globe and Mail*; *Financial Post*; *National Post*; *Ottawa Citizen*; *New York Observer*; *Liberation* (French national daily paper); *Sing Tao*; *Sing Pao*; *Vancouver Sun*; and *Province*. Numerous interviews have also been done for a wide range of community papers in B.C. and other provinces.

Magazine interviews included articles in *Time Magazine*; *Newsweek Magazine* *National Post Business Magazine*; *Canadian Business*; *Maclean's*; *Atlantic Progress*; *Profit Magazine*; *Enterprise*; *Ad Blitz*; *Stockwatch*; *Strategy Magazine* ; *Edge Magazine* and *B.C. Business Magazine*.

National and international news wire stories included numerous interviews for the *Canadian Press* and *CanWest Global Wire* services (Toronto, Ottawa, Calgary, Edmonton and Vancouver) and *Bloomberg's Business News Wire* (New York).

In-depth interviews for internet news stations have been done for *My Radio Dot Com*, a US based operation; and *BCTV's* new *Internet News Desk*.

13. Consultant on numerous marketing research projects. Areas of specialization included: market segmentation, market profiles, potential market demand estimation, demand forecasting, the development of marketing and media plans for retailers of both consumer goods and services, and the development of marketing plans for advertising space.

Clients consisted of private sector firms (including very large cap.multinationals), crown corporations, consulting companies, legal firms, and governmental agencies (municipal, provincial, and federal).

Consulting research focused on industrial products, consumer durable and non-durable products, and consumer services.

Internal

1. President's Committee on Communications Messaging 2007.
2. Chair, International Student Exchange Committee 2007.
3. External examiner Ph.D. proposal defense in Strategic Management 2006.
4. Appointments Committee, member 2005.
5. Acting Dean, Faculty of Business Administration 2000 (Summer Semester) and numerous periods 2000-2002.
6. Associate Dean, Faculty Operations, Faculty of Business Administration 1999-2002.
7. Acting Director, Specialist MBA Program 2004
8. Senate Graduate Studies Committee 2001.
9. Administrator's Committee 1999-2002.
10. External Advisory Board Member 1999-2002.
11. Planning and Priorities Committee, 1999-2002.
12. Planning and Priorities Sub-Committee 2000-2002.
13. Appointments Committee (Chair), 1999-2002.
14. Ad Hoc Canada Research Council Appointments Committee 2001-2002.
15. Nominations Committee 2000-2002.
16. Computer Operations Committee (Chair), 1999-2002.
17. Member, Chairs and Administrators' Committee 1999-2002.

18. Board of Directors, *Simon Fraser Week*, 1995-present.
19. Selection Committee for Media and Public Relations Achievement Award, 1999-present.
20. Senate Committee Academic Planning, 1999.
21. Senate Committee Enrollment Management and Planning, 1999.
22. Dean's Advisory Committee, 1999.
23. Faculty Tenure Committee, 1997.
24. Executive MBA Committee, 1997.
25. Appointments Committee, 1997.
26. Dean's Advisory Committee, Faculty of Business, 1993-1996.
27. Senate Graduate Studies Committee, 1993-1996.
28. Associate VP Academic's Task Force on Scheduling, 1996.
29. Editorial Advisory Board for *Simon Fraser Week Newspaper*, 1995-1997.
30. Chair, Graduate Curriculum Committee, Faculty of Business, 1995-1996.
31. President's Task Force on Copyright Agreements (Cancopy), 1996.
32. University Chairs' and Directors' Committee, 1994-1996.
33. Appointments Committee, 1997.
34. Executive MBA Graduate Studies Committee, 1997.
35. Faculty Tenure Committee, 1997
36. Director Graduate Programs, 1992-1996.
37. Member, Planning & Priorities Committee, 1993-1996.
38. Marketing Area Coordinator; 1987, 1988, 1991.
39. Faculty Tenure Committee, 1990-1991.
40. President's Task Force on University Expansion, Committee Member, 1990.
41. Senior or second supervisor on 18 Executive MBA research projects, 1983-1990.
42. Senior or second supervisor on 6 MBA research projects, 1990-1995.
43. External examiner for ten M.A. Economics candidates, 1983-1990.

44. Member, Workshop Committee, 1985, 1986.
45. Member, University Colour Party, Convocation Exercises, 1984-2005.
46. Member, Nominating Committee, Faculty of Business Administration, 1984-87
47. Member, Senate Undergraduate Admissions Board, 1983-1984.
48. Member (alternate), Senate Undergraduate Admissions Board, 1986-1988.

WORK IN PROGRESS

1. Meredith Lindsay and Geoff Poitras, 'Ethical Transparency and Government Regulation of Canada's Medical Research Industry', invited paper to Oxford Round Table March 2008.