

**CHARLES SCOTT RADER, PHD**

**ASSOCIATE PROFESSOR, MARKETING  
VISITING PROFESSOR, SOUTHWEST UNIVERSITY CHONGQING CHINA**

**CURRICULUM VITA**



Fall 2020 – Spring 2021

## Contact

C. Scott Rader, PhD  
Western Carolina University  
College of Business, Department of Marketing, Entrepreneurship,  
Sales, and Hospitality & Tourism  
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## Education

Aug 2009	<b>Doctor of Philosophy</b> University of Tennessee Major: Marketing Secondary Area: Consumer Behavior, Qualitative Methods
Dec 2004	<b>Master of Business Administration</b> University of Tennessee Major: Marketing Secondary Area: Entrepreneurship
Jan 2001	<b>Bachelor of Arts</b> State University of New York at Purchase Major: Media Studies Secondary Area: East Asian Studies

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## Research Interests

Consumer Culture Theory (CCT), including Experiential Marketing, Symbolic Consumption, Consumer Fantasy & Imagination, Fan Fiction/Co-Creation, Postmodern Consumption & Consumption Meaning Deconstruction, Music Consumption; Social Media Marketing, Interpretivist Paradigms / Grounded Theory Methodology

## Teaching Interests

Social Media Marketing, Marketing Management, Global Marketing, Marketing Research & Analytics, Qualitative Research Methodologies (Grounded Theory), Integrated Marketing Communications, Entrepreneurial Marketing & Finance

## Teaching Experience

Course	Academic Program
Marketing Research (Qualitative Methods)	PhD, EdD, MS, MA, Undergraduate
Marketing Management	MBA Undergraduate Capstone
Social Media Marketing	MBA, MBC, Undergraduate
Entrepreneurial Marketing	ME
Entrepreneurial Finance	ME
Leveraging Information Technology	Executive MBA
Interactive Marketing	MBA
Global Consumer Culture	Exec. MBA, Undergraduate
Decision-Making for Value Creation	Undergraduate
Global Marketing Strategy	Undergraduate Capstone
Global Business in Asia	Undergraduate
Integrated Marketing Communications	Undergraduate
Entrepreneurial Leadership	Undergraduate
New Venture Growth	Undergraduate
Personal Selling & Salesforce Management	Undergraduate
Principles of Marketing	Undergraduate
<i>Marketplace</i> ® Business Simulation	Undergraduate
Database Systems for Business	Undergraduate
Web & Multimedia Design	Undergraduate / Cont Ed
Arts Marketing	Undergraduate / Honors
Facebook Generation Marketing	Undergraduate (FYS)

## Scholarly Works

### Journal Articles (Peer-Reviewed/Refereed)

Lanier, Clinton D. and **Scott Rader** (2020), “Synthesizers: An Exploration into the Iconicity of Marketplace Icons,” *Consumption Markets & Culture* Icon Series, published online January 14 2020, print forthcoming.

Lahm, Robert and **Scott Rader** (2020), “Collective Bootstrapping: Immigrant Entrepreneurs’ Financing of New Businesses is a ‘Family Affair’,” *Journal of Management and Marketing Research*, Vol 24, published online March 2020, print forthcoming.

Lanier, Clinton D. and **Scott Rader** (2018), “The Irrepressible and Uncontrollable Urge: Sex, Experience, and Consumption,” *Consumption Markets & Culture*, Vol 22, Issue 1, pp. 17-43.

Lanier, Clinton D. and **Scott Rader** (2018), “ToneQuest: Exploring the (Ir)resolvable Paradoxes and Infinite (Im)possibilities of ‘Epic Tone’ in (Rock ‘n’ Roll) Musical Consumption Experiences,” *Consumption Markets & Culture*, Vol 21, Issue 3, pp. 255-274.

Richmond, William, **Scott Rader**, and Clinton D. Lanier (2017), "The Digital Divide for Rural Small Businesses," *Journal of Research in Marketing and Entrepreneurship*, Vol 19, Issue 2, pp. 94-104.

**Rader, Scott**, Zahed Subhan, Clinton D. Lanier, Daniel J. Flint, and Roger Brooksbank (2016), "Toward a Theory of Consumer Adoption of Mobile Technology Devices: An Ecological Shift in Life-Worlds," *Academy of Marketing Studies Journal*, Volume, Issue 3, pp. 38-61.

Lanier, Clinton D. and **Scott Rader** (2016), "Deconstructing Symbolic Consumption: Exploring the Anti-Synthetic Space Between Meaning and Meaninglessness," *Consumption Markets & Culture*, pp. 1-30. (Published online August 21, 2016; print forthcoming).

Lanier, Clinton D. and **Scott Rader** (2015), "Consumption Experience: An Expanded View," *Marketing Theory*, Vol 15, Issue 4, pp. 487-508.

Brooksbank, Roger, Zahed Subhan, Ron Garland, and **Scott Rader** (2015), "Strategic Marketing in Times of Recession versus Growth: New Zealand Manufacturers," *Asia Pacific Journal of Marketing and Logistics*, Vol 27, Issue 4, pp. 600-627.

**Rader, Scott**, Clinton D. Lanier, Zahed Subhan, Daniel J. Flint, and Roger Brooksbank (2015), "Upwardly Mobile with No Place to Go: A Cross-Cultural Investigation into Consumers' Constrained Consumption Experiences" *Academy of Marketing Studies Journal*, Vol 19, Issue 1, p. 225-249.

Subhan, Zahed, Roger Brooksbank, Ron Garland, and **Scott Rader** (2015), "Adoption of Strategic Marketing Practices Among Indian Manufacturers," *Academy of Marketing Studies Journal*, Vol. 19, Issue 1, p. 46-68.

Lahm, Robert and **Scott Rader** (2015), "Technology and Distance Education Entrepreneurship Programs: An Eight-Point Framework for Best Practice," *Journal of Entrepreneurship Education*, Vol 17, Issue 2, pp. 101-117.

Subhan, Zahed, Roger Brooksbank, **Scott Rader**, Duncan Steel and Kimberly Mackey (2014), "Running an Effective Sales Induction Program for New Sales Recruits: Lessons from the Financial Services Industry" *Journal of Selling*, Vol 14, Issue 1, pp. 20-33.

**Rader Scott**, Zahed Subhan, Sandra Yankah, and Kristin Spears (2014), "CyberRx: Emerging Social Media Marketing Strategy for Pharmaceuticals" *International Journal of Pharmaceutical and Healthcare Marketing*, Vol 8, Issue 2, pp. 193-225.

Lanier, Clinton D., **Scott Rader** and Aubrey Fowler, III (2013), "Anthropomorphism, Marketing Relationships, and Consumption Worth in the *Toy Story* Trilogy," *Journal of Marketing Management* (Special Issue on Anthropomorphism), Vol 29, Issue 1-2, pp. 26-47.

Kim, Sora and **Scott Rader** (2010), “What They Can Do versus How Much They Care: Assessing Corporate Communications Strategies on Fortune 500 Websites,” *Journal of Communication Management*, Vol 14, Issue 1, pp. 59-80.

**Book Chapters**  
(Peer-Reviewed)

Lanier, Clinton D., **Scott Rader**, and Aubrey Fowler III (2015), “Ambiguity and Fandom: The (Meaningless) Consumption and Production of Popular Culture”, in Consumer Culture Theory (Research in Consumer Behavior, Volume 17), Anastasia E. Thyroff , Jeff B. Murray, Russell W. Belk (eds.), Emerald Group, pp. 275-293.

Lanier, Clinton D., Aubrey Fowler, III and **Scott Rader** (2014), “ ‘What are you looking at, ya hockey puck?!’: Anthropomorphizing Brand Relationships in the *Toy Story* Trilogy,” in Brand Mascots and Other Marketing Animals, Stephen Brown and Sharon Ponsonby-McCabe (eds.), Routledge: New York, pp. 35-54.

**Conference Publications & Presentations**  
(Refereed)

Lahm, Robert and **Scott Rader** (2019). “Collective Bootstrapping: Immigrant Entrepreneurs’ Financing of New Businesses is a ‘Family Affair.’” *Proceedings of the Academic and Business Research Institute International Conference (AABRI)*, Washington, DC, October 18-19, 2019.

Lahm, Robert and **Scott Rader** (2019). “Immigrant Entrepreneurs: Challenges and Achievements Using Bootstrapping Methods.” *Proceedings of the Institute for Global Business Research (IGBR) International Conference*, New Orleans, LA, April 24-26, 2019.

Lahm, Robert and **Scott Rader** (2019). “Collective Capital: How Immigrant Families are Leveraging Bootstrapping Methods to Finance New Businesses.” *Proceedings of the Academic and Business Research Institute International Conference (AABRI)*, Savannah, GA, April 1-3, 2019.

**Rader, Scott** and Stephen Miller (2014). “Hayek, You’re Grounded! Using Grounded Theory to Understand the ‘Man on the Spot’,” Presentation at *2014 Association for Private Enterprise Education*, Las Vegas, NV.

**Rader, Scott**, Lanier, C., Subhan, Z., Flint, D., & Brooksbank, R. (2014). *Upwardly Mobile with No Place to Go: A Cross-Cultural Investigation into Truck Drivers' Constrained Consumption Experiences in the United States and Vietnam* (Proceedings Vol. 19, No. 1). Arden, NC: Academy of Marketing Studies Journal/Jordan Whitney Enterprises.

Subhan, Z., Brooksbank, R., Garland, R., & **Rader, Scott**. (2013). *Adoption of Strategic Marketing Practices Among Indian Manufacturers* (Proceedings Vol. 18, No. 2). Arden, NC: Academy of Marketing Studies Journal/Jordan Whitney Enterprises.

**Rader, Scott**, Zahed Subhan, Clinton D. Lanier, and Roger Brooksbank (2013). “Toward a Theory of Consumer Adoption of Mobile Technology Devices: An Ecological Shift in Life-Worlds,” Presentation at *2013 Society for Marketing Advances Annual Conference*, Hilton Head, SC.

Fowler, Aubrey, Clinton D. Lanier, and **Scott Rader** (2013). "Transgression through Dark Carnival: Death Metal and the Spectre of the Abyss," Presentation at *2013 Society for Marketing Advances Annual Conference*, Hilton Head, SC.

Subhan, Zahed, Roger Brooksbank, and **Scott Rader** (2013). "Running an Effective Sales Induction Program for New Recruits: Lessons from the Financial Services Sector," Presentation at *2013 Society for Marketing Advances Annual Conference*, Hilton Head, SC.

Cavazos, Carmina and **Scott Rader** (2011). "Teaching Marketing Principles: Toward Convergence on Core Concepts," Best of Track Paper at *2011 Federation of Business Disciplines*, Houston, TX.

**Rader, Scott** (2008). "Driving and Surviving: A Cross-Cultural Investigation of Truck Drivers' Consumption-Related Experiences in the United States and Vietnam," Presentation at *2008 Society for Marketing Advances Annual Conference*, St. Petersburg, FL.

**Rader, Scott** (2007). "A Phenomenological Inquiry into the Essence of the Technologically Extended Self," *2007 Academy of Marketing Science World Congress*, Verona, Italy.

**Periodicals,  
Commissioned  
Work, & Media  
Contributions**

**Rader, Scott** (2013). "*Hear that Sound Coming? That's the Sound of Money: A Depth Study on the Economic Impact of Motorcyclists in Maggie Valley, North Carolina.* Commissioned research by CBA/ABATE of North Carolina for use in legislative lobbying efforts. Publicly available. Work conducted *pro bono*."

**Rader, Scott**, (2012). *Ask the Consultant: How to Compete for Google Ads?* Minneapolis, Minnesota: Minneapolis-St. Paul Star Tribune. <http://www.startribune.com/business/156357565.html>

**Rader, Scott** (2012). *SparkTechTalk* Podcast (Interview with Apple founder Steve Wozniak). (February 15, 2012).

**Rader, Scott**, (2011). *Think Hard About How to Use Facebook.* Minneapolis, Minnesota: Minneapolis-St. Paul Star Tribune. [www.startribune.com/business/113628309.html](http://www.startribune.com/business/113628309.html)

**Rader, Scott** (2011). *Exploring the Lives of Dental Students: Quantitative and Qualitative Research Report for 3M/ESPE Dental.* Extensive, multi-phase consumer ethnography commissioned by 3M Corporation, St. Paul, Minnesota. Work conducted for compensation.

## Invited Presentations

- *Social Media Strategy: Consumer Behavior Implications*  
Opening strategy course for JB Media Institute Social Media Marketing Program, Asheville, NC (2014-Present)
- *Social Media Essential Strategy*  
Special Presentation to Dr. Julie Johnson-Busbin's MKT195 Facebook Generation Marketing Honors Course at WCU (Fall 2016)
- *The Essence of Marketing*  
Special Presentation to Dr. Heather Mae Dickson's ART493 Product Design & Development Course at WCU (Summer 2016)
- *Social Media: Not "Marketing as Usual"*  
Special Presentation to Dr. Leroy Kaufman's BA133 Intro to Business course at WCU (Summer 2015)
- *Social Media: No More "Business As Usual"*  
Special Presentations to Dr. David Tyler's BA133 Intro to Business course at WCU (Spring 2015, Fall 2014)
- *Creativity and Innovation in 21<sup>st</sup> Century Education*  
Plenary Speaker for UNESCO (United Nations Educational, Scientific and Cultural Organization) ICT Conference, Manila, Philippines (Fall 2014)
- *Qualitative Research Methods: Doctoral Seminar*  
Distinguished Visiting Professor at De La Salle University, Philippines (Fall 2014)
- *Social Media Marketing for Summer Sessions*  
Special presentation to North Carolina Association of Summer Sessions at request of Office of Provost, Western Carolina University (Fall 2014)
- *Global Spotlight on Human Trafficking: "A View from the Ground"*  
Panelist for WCU Global Spotlight Series (Fall 2014)
- *Social Media Marketing for Actors*  
Special Presentation to North Carolina Presenter's Consortium/Diana Wortham Theater, Asheville (Summer 2014)
- *Technology Transfer, TWISTEK, and the College of Business*  
Special Presentation to WCU COB Advisory Board (Spring 2014)
- *Social Media Marketing for Home Builders*  
Special Presentation to Haywood Home Builders Association (Spring 2014)
- *Marketing Strategies For Your Graduate Program*  
Special Presentation to Program Director Marketing Workshop at WCU (Spring 2013)
- *Foundations of Social Media Strategy*  
Special Presentation to Leadership Highlands Seminars (Spring 2013)
- *Social Listening*  
Special Presentation to Dr. Bill Richmond's ENT475 Entrepreneurial Consulting course at WCU (Fall 2012)
- *Presenting Yourself 24/7*  
Special Presentation to SBTDC MED (Minority Enterprise Development) Workshop (Fall 2012)
- *Social Media Marketing for Small Business*  
Special Presentation to Cashier's Merchants' Association (Fall 2012)
- *"Venture Capitalist" Guest*  
Dr. Bob Carton's ENT450 Entrepreneurship Capstone course (Fall 2011)
- *Social Media Marketing for Small Business*  
Special Presentation to Minnesota Aviation Trades Association (Spring 2011)
- *Putting People First in Research: A Grounded Theory Perspective.*  
De La Salle University, Manila, Philippines (Fall 2010)

- *Marketing Communications and Social Work Policy*  
Special presentation to College of St. Catherine, School of Social Work (Spring 2010)
- *Interrupting the Intimate: Prospects and Pitfalls of Mobile Marketing*  
Keynote presentation to 3M Corporation (Spring 2010)
- *Living & Working in the Socialist Republic of Vietnam*  
Special Presentation to University of St. Thomas Executive Education Seminar (Spring 2010)
- *Teaching Generation Tech*  
Special Presentation to PhD Teaching Preparation Seminar (Spring 2008, 2007)
- *Leveraging Technology in the Classroom*  
Special Presentation to Faculty/Staff of UT Marketing Department (Spring 2007)
- *Supporting Presentations with Microsoft PowerPoint*  
Special Presentation to Undergraduate Honors Leadership Seminar (Fall 2007)
- *Working in the Socialist Republic of Vietnam*  
Special Presentations at UTK to Alpha Kappa Psi Business Fraternity (Spring 2007), and Honors International Management Course (Fall 2006)
- *Business Customs and Practices in the United States*  
Presentation to Management and Partners, PricewaterhouseCoopers Vietnam (Summer 2005)
- *The Future of Digital Media: MP3 Audio*  
Expert Panelist at American Assoc. of Copyright Lawyers, Princeton Club, New York City (1999)

### Academic Honors/Awards

- Visiting Professor, Southwest University, Chongqing, China 2019
- Chancellor's Distinguished Teaching Award, WCU (finalist) 2015
- *BB&T* Ethics and Capitalism Scholarship Award 2014
- Graduate Teaching Award, Western Carolina University COB 2013
- Research Grant (\$5,000), Western Carolina University COB 2012
- Best of Track Paper, Marketing, Federation of Business Disciplines 2011
- Research Grant (\$7,500), University of St. Thomas COB 2011
- Research Grant (\$7,500), University of St. Thomas COB 2010
- Finalist in AMA TechSIG "Most Promising Dissertation" Competition  
2008 AMA Summer Educator's Conference (San Diego, CA) 2008
- Selected as attendee to Society for Marketing Advances  
2008 Doctoral Consortium (St. Petersburg, FL) 2008
- Research Grant (\$3,000), Supply Chain Forum Fund: Dissertation 2008
- Research Grant (\$3,000), *Proffitt's* Endowment: Consumption  
Lifestyles of Truck Drivers in the United States and Vietnam 2007
- *Sampson Enterprises* Graduate Teaching Award (College Nominated) 2007
- American Marketing Association (Knoxville) "Golden Apple" Award  
for Outstanding Teaching (Student Nominated) 2006
- MBA Leadership Award, University of Tennessee 2005
- MBA Entrepreneurship Award: Best Business Plan (Cash Award) 2004
- Undergraduate *Cum Laude* distinction, State University of New York 2001



## Key Industry/Professional Engagements

<b>Summary</b>	20 Years in Marketing, Product Development & Customer Management: E-Commerce/Information Technology
Asheville, NC Nov 2016 – Present	<b>Deltec Homes</b> <ul style="list-style-type: none"><li>▪ Serving as Member of Board of Advisors; assisting with re-branding of organization and recruitment of marketing talent</li></ul>
Asheville, NC Jan 2011 – Jun 2017	<b>Twistek Smart Phone “Smart Case” Startup Company</b> <ul style="list-style-type: none"><li>▪ Performed marketing research, marketing strategy, innovation strategy, consumer segmentation, vetting partnerships/investors</li></ul>
Atlanta, GA Jan 2013 – Jan 2014	<b>xCog Gamified Learning Startup</b> <ul style="list-style-type: none"><li>▪ Performed initial due diligence, marketing plan, research, and development of employee learning gamification system</li></ul>
Minneapolis, MN Jan 2011	<b>Variquest Technology</b> <ul style="list-style-type: none"><li>▪ Conducted audit of marketing collateral and consultation on social media strategy and tactics for educational technology company</li><li>▪ Conducted workshop for key marketing personnel on marketing research</li></ul>
Minneapolis, MN June 2010 – Jan 2011	<b>3M Corporation</b> <ul style="list-style-type: none"><li>▪ Designed and executed extensive ethnographic market research project for major SBU</li><li>▪ Conducted ongoing ethnographic immersion within target market</li><li>▪ Managed research assistants through data acquisition and analysis</li><li>▪ Delivered written report and presentation to upper management</li></ul>
Los Angeles, CA Jan 2005 – May 2005	<b>ADI Consulting – Consultant</b> <ul style="list-style-type: none"><li>▪ Evaluated marketing and e-commerce strategies for financial consulting firms</li><li>▪ Ensured best practice compliance processes for “Fairness in Lending” procedures</li></ul>
Ho Chi Minh City Vietnam May 2004 – Aug 2004	<b>PricewaterhouseCoopers – Consultant</b> <ul style="list-style-type: none"><li>▪ Developed integrated marketing campaign to target local Vietnamese enterprises with small- and medium-sized consulting solutions</li><li>▪ Developed and conducted executive workshops and focus groups to ascertain business process re-engineering challenges and provide executive education regarding enterprise resource planning solutions</li><li>▪ Developed and implemented information technology disaster recovery plan for international 5-star hotels in Ho Chi Minh City</li></ul>
Knoxville, TN May 2003 – Aug 2009	<b>University of Tennessee Knoxville – Graduate Assistant</b> <ul style="list-style-type: none"><li>▪ Took hiatus from industry and consulting</li><li>▪ Received various assistantships and student work primarily developing websites and marketing collateral for College of Business while working on MBA and Ph.D.</li></ul>

Johnson City, TN  
Jan 2002 – May 2003

**The Business Journal – Journalist**

- Staff reporter and writer: business, e-commerce, marketing, telecommunications infrastructure
- Engaged community and regional business and government leaders to research and publish CRM, IT infrastructure and e-commerce columns

New York, NY  
Tokyo, Japan  
Apr 2000 – Nov 2001

**Primedia (About.com) – Vice President, Product Development & Customer Relationship Management**

- Managed planning, development and delivery of online advertising e-commerce service generating \$6 million in first year revenue (20% company total) for world's 6<sup>th</sup> largest web site
- Hired, trained and managed CRM team (marketing and sales) to support online advertising service
- Developed support documentation and sales force training program

White Plains, NY  
Sep 1995 – Mar 2000

**IBM – Senior Manager and Senior Programmer**

- Managed customer relationship management, quality control and training for *Prodigy*, America's then second largest online service
- Integrated call center (customer support) operations for multiple call center acquisitions; three month deadline; \$2 million budget
- Managed call center start-ups for Prodigy technical support facilities
- Created customer-accessible knowledgebase and chat support service; \$8 million yearly savings from deferred contacts
- Reduced human resources costs by 30% after analyzing business processes and developing automated Lotus Notes solutions