
Catherine McCabe

Assistant Professor - Marketing

INTELLECTUAL CONTRIBUTIONS:

Refereed Articles

- McCabe, C. (in press). Gender Effects on Spectators' Affect for Women's Professional Basketball. *Social Behavior and Personality: An International Journal*, 36 (3).
- McCabe, C. (in press). Spectators Attitudes toward Basketball: An Application of Multifactorial Gender Identity. *North American Journal of Psychology*, 9 (2), 211-228.
- McCabe, C. & Grant, K.M. (in press). Making Marketing History: An Interdisciplinary Team Teaching Approach. *Marketing Education Review*, 16 (3), 15-20.
- McCabe, C., Dato-on, M.C., & Ingram, R. (2006). The Business of Gender and Ethics. *Journal of Business Ethics*, 64, 101-116.
- Dato-on, M. C. & McCabe, C. (2006). Feminization in Global Consumption: A Movement Toward Equity. *Advances in Consumer Research*.

Refereed Proceedings

Full Paper

- McCabe, C. & Dato-on, M.C. (2002). An Exploration of Acculturation Patterns and Consumption Behaviors Among International Students. *Teaching Excellence, Academy of Marketing Science*.
- McCabe, C. & Dato-on, M.C. (2001). An Exploratory Analysis of the Cultural Dimensions of Opportunism. *Academy of Marketing Science, International Conference*.
- McCabe, C., Kelley, S., & Turley, L. (1998). Consumer Perceptions of Service Quality Attributes at Sporting Events. *American Marketing Association, AMA*.
- McCabe, C., Joyce, M., & Fabj, V. (1997). Postmodernism and Gender. *Perspectives in Race, Identity, Sexuality, and Multiculturalism (PRISM) Conference*.
- McCabe, C., Joyce, M., & Lambert, D. (1997). "Can Femininity Kill You? The Effects of Psychological Gender on Women's Perceptions of Weight Lifting as an Osteoporosis-Preventive Measure," . *Association for Health Care Research Annual Conference*.
- McCabe, C., Joyce, M., & Rahtz, D. (1996). "Lets Talk About Sex . . . Or is It Gender?" . *Multicultural Marketing Conference, Multicultural Marketing Conference*.

Abstract Only

- McCabe, C. (2001). Global Media Representations of Women in Sport. *Macromarketing Conference*.
- McCabe, C., Dato-on, M.C., & Ingram, R. (in press). Psychological Gender Differences in Ethical Perceptions: An Exploratory Analysis. *Association for Consumer Research*.

Invited Articles/Reviews

- McCabe, C., Dato-on, M.C., & Joyce, M. (2002). Gender Measurement and Quality of Life. *International Society for Quality of Life Studies*. (Invited)
- McCabe, C. (2002). Gender and Quality of Life for Women in Sports. *American Marketing Association*. (Invited)
- McCabe, C. (1998). Gender Effects on Attitudes Towards Sports Consumption. *Haring Symposium*. (Invited)