

# ***Catherine McCabe***

Associate Professor

## **Education**

PhD, University of Kentucky, Marketing, 2000

MA, Emerson College, Boston, MA, Communication Studies, 1987

BA, Saint Anselm College, New Hampshire, English, 1986

## **Teaching Interests**

## **Research Interests**

## **ACADEMIC EXPERIENCE**

### **Courses Taught**

Relationship Mkt in Sports

Sports Marketing

## **INTELLECTUAL CONTRIBUTIONS**

### **Refereed Journal Articles**

McCabe, C. Gender Effects on Spectators' Affect for Women's Professional Basketball. *To appear in Social Behavior and Personality: An International Journal*, 36(3).

McCabe, C., Grant, K. M. Making Marketing History: An Interdisciplinary Team Teaching Approach. *To appear in Marketing Education Review*, 16(3), 15-20.

McCabe, C. Spectators Attitudes toward Basketball: An Application of Multifactorial Gender Identity. *To appear in North American Journal of Psychology*, 9(2), 211-228.

Dato-on, M. C., McCabe, C. (2006). Feminization in Global Consumption: A Movement Toward Equity. *Advances In Consumer Research*.

### **Conference Proceedings**

McCabe, C., Dato-on, M. C., Ingram, R. *Psychological Gender Differences in Ethical Perceptions: An Exploratory Analysis*. Association for Consumer Research.

McCabe, C., Dato-on, M. C., Joyce, M. (2002). *Gender Measurement and Quality of Life*. International Society for Quality of Life Studies.

### **Periodicals**

McCabe, C., Dato-on, M. C., Ingram, R. (2006). *The Business of Gender and Ethics* (vol. 64, pp. 101-116). *Journal Of Business Ethics*.

## **SERVICE ACTIVITIES**

### **College/School Assignments**

#### **Committee Chair**

2007 - 2008: Chair UPC;

2004: Chair Undergraduate Curriculum Task Force; Chaired the task force that completely revised the undergraduate business curriculum..

2004: ♦Chair, Undergraduate Curriculum Task Force Summer 2004-Fall 2005; From Summer 2004, Fall 2005 I chaired the Undergraduate Curriculum Task Force. As the chair, I am responsible for leading a team of 12 members, consisting of faculty and administrators, in the design of a new undergraduate

business curriculum. The foundation for this curriculum is based on my previous research regarding Bloom's Taxonomy and learning theory..

2001 - 2004: Griffin Oversight Committee, 2001-Current;; My most significant contributions to the GOC have been in providing students with guidance in conducting marketing research as well as facilitating their leadership skills. As with most endeavors with motivated students, the majority of time and effort occurs outside of the COC meetings..

#### **Committee Member**

2006 - 2007: UPC; Member of UPC.

2006: Undergraduate Program Committee; Member of UPC.

2002 - 2006: Griffin Oversight Committee; Member of Griffin Oversight Committee.

#### **Faculty Advisor**

2001 - 2004: Faculty Advisor, Professional Marketing Association, 2001-Current; The Professional Marketing Association, in only three semesters, has become a model of success for all other SSOM departments and Suffolk University student organizations. Student membership is at 50% of the total number of marketing majors 190. The success of this organization is evident, not only in the level of student involvement, but also in the positive response of marketing students parents and the local business community. The highlight of 2003 was the end of year appreciation dinner. In attendance was over 100 students, their families, marketing faculty, and SSOM administration..

#### **Other Institutional Service Activities**

2007: Curriculum Development and Implementation; From the first semester as a marketing faculty member Fall 2000, I have taken my service responsibilities to the department as necessary and important contributions. In an effort to enhance the quality of the marketing department experience I have been involved in the following:

oSearch Committee, New Hires for Summer/Fall 2002, Spring 2003, Fall 2003

As a member of two separate search committees for a Chair, I traveled to Summer AMA 2002 in San Diego and Summer AMA 2003, Chicago. The thorough and exhaustive efforts of me and other committee members resulted in two excellent candidates for the position who have been recommended by the marketing department to Dean O'Neill; the outcome of which is pending.

As a member of the search committee for additional faculty members, we hired three excellent academics (Fall 2003), two assistant professors and an associate professor.

2003 - 2004: Internal Learning Center; As a result of discussions with the department Chairperson, Meera Venkatraman, the fruition of my idea of bridging the gap between academia and business practice resulted in the Internal Learning Center. This initiative provides marketing faculty with opportunities to discuss research ideas, connect with the local business community to explore implementation of cutting-edge marketing concepts, and to share teaching experiences and best practices. I facilitated the first meeting of the ILC and presented theory and practices regarding Customer Relationship Management..

2003 - 2004: Marketing Department Advising Coordinator, Fall 2003-Current; Beginning in Fall 2003 the advising protocol I had been using with my students and advisees was formalized as a marketing department policy. By requiring all marketing majors and assigned open majors to meet with their marketing faculty advisors each semester, the quality of the students' academic experience has been enhanced. My role as the department coordinator, and liaison with the undergraduate advising center, is to serve as a resource for other marketing faculty and to assure that students are receiving the necessary information for their development and progress throughout their tenure at Suffolk University..

#### **Directed Student Learning**

##### **Directed Individual/Independent Study**

2007: Undergraduate students developed marketing communications plans..

2006: Students created services marketing plans..

**Professional Service**

**Reviewer, Journal Article**

2008 - 2009: Article Reviewer: NAJP;

2007 - 2009: Article Reviewer: The Journal of Business Ethics;