

Jim Swaffield MBA, PhD

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Summary

- Currently a sessional instructor at the University of Alberta and Vancouver Island University.
 - I taught for many years at the University of Lethbridge, Edmonton campus.
 - Full-time Lecturer at the University of Alberta, School of Business for 19 years.
 - Courses taught:
 - Introduction to Marketing
 - Consumer Behavior
 - Selling and Sales Management
 - International Marketing
 - IMC/Advertising and Promotions
 - Marketing Strategy
 - Services Marketing
 - Sports Marketing
 - Nonprofit Marketing
 - Marketing Research Methods
 - Consulting and Research Methods
 - Over 25 years of consulting/industry experience (both domestic and international).
 - Former President of the Alberta Society for Marketing Professional Services.
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Education

PhD. University of Stirling, Department Psychology, Scotland

Research focus: consumer psychology from an evolutionary perspective.
(Graduated, June 2018).

MBA - Kennedy-Western University, Major: Marketing – U.S.A.

Thesis Topic: managing consumer perceived service quality in the professional services industries. (Graduated, 1994).

Bachelor of Arts - University of Alberta (Graduated 1988)

Major: Recreation Administration, Pattern: Outdoor Recreation

Academic Positions

Sessional Inst.	Vancouver Island University Faculty of Management	Jan. 2019 to present
Sessional Inst.	University of Alberta, Alberta School of Business	July. 2020 – Aug 2020
Assistant Prof.	University of the Fraser Valley School of Business	Aug. 2017 to July 2019
Sessional Prof.	University of Victoria Faculty of Business	May2018 – Aug. 2018
Lecturer (FT)	University of Alberta, Alberta School of Business	Sept. 1998 – July 2017
Sessional Inst.	University of Lethbridge School of Business, Edmonton	~Jan. 2000 - Until it closed

Publications in Peer Reviewed Journals

Swaffield, J. B. & S. Craig Roberts (2015). Exposure to harsh or safe environment primes alters food preferences. *Evolutionary Psychological Sciences*.

Swaffield, J & Qi Guo (2020). Environmental stress effects on appetite: Changing desire for high- and low-energy foods depends on the nature of the perceived threat. *Evolution, Mind and Behaviour*.

Articles in Submission Process

Swaffield, J. B. & S. Qi Guo (2020). Stress and trait appetite mediate the relationship between early childhood socioeconomic status and adult food preference.

Swaffield, J. B. & S. Qi Guo (2020). Environmental harshness influences the desire for signalling products used during sexual competition.

Authored Articles, Reports and Training Materials

Swaffield, J. (1998). How to increase your business by reducing consumer perceived risk. Alberta Society for Marketing Professional Services Marketing Exchange News Magazine, 3(3).

Swaffield, J. (1998). Tips for evaluating advertising media options. Alberta Society for Marketing Professional Services Marketing Exchange News Magazine, 4(1).

Swaffield, J. (1998). Have you been using satisfaction surveys to measure service quality? Alberta Society for Marketing Professional Services Marketing Exchange News Magazine, 4(2).

Swaffield, J. (1998). The secret to developing an effective promotional strategy. Alberta Society for Marketing Professional Services Marketing Exchange News Magazine, 4(3).

Swaffield, J. B. (n.d.). *Advertising & Obesity: Does the Research Support a Claim for Causality?* Unpublished manuscript, Edmonton. Retrieved from <http://www.jimswaffield.com/wp-content/uploads/2017/11/Adverting-and-Obesity.pdf>

Swaffield, J. B. (2016). *Foundational Concepts for Understanding Body Weight and Obesity*. Unpublished manuscript, Edmonton. Retrieved January 14, 2018, from http://www.jimswaffield.com/wpcontent/uploads/2017/11/2016_Foundational_Concepts_for_Understanding_Body_Weight_and_Obesity.pdf

Swaffield, J. B. (n.d.). *Strategic Planning for Sales Departments and Sales Personnel*. Unpublished manuscript, Edmonton. Retrieved from <http://www.jimswaffield.com/wp-content/uploads/2017/11/Strategic-Planning-for-Sales-Departments-and-Sales-Personnel.pdf>

Athabasca University – Faculty of Business

Authored an on-line selling and sales management course for Athabasca University. This included the development of original course content, learning materials and testing materials.

Alberta Association of Registered Occupational Therapists

Authored a marketing manual for private practice occupational therapists in Alberta.

Keynotes Speeches and Presentations

- 2016 International Society for Human Ethology Conference - Scotland, UK. Presentation: Assessing the Impact of Socio-Economic Conditions on Food Preference.
- 2015 Alberta Association of Registry Agents Annual Conference. Presented on "How to Develop a Cost-Effective Media Plan."
- 2014 International Society for Human Ethology Conference – Belem, Brazil
Presented a conference poster. Title: Exposure to Harsh Environment Primes Alters Food Preference.

- 2013 Keynote Speaker for the Alberta Medical Association – Primary Care Network Conference.
 - Guest Lecturer for the Government of China, Chongqing Province.
Seminar title: Branding Chongqing Province.
 - Guest Lecturer for the Government of China, Hebei Province.
Seminar title: Segmenting the Chinese Market in Hebei Province.
 - Alberta Agricultural Research and Extension Council of Alberta (AAREC).
Seminar title: Recruiting Members for Alberta’s Agricultural Associations.
 - Alberta Association of Fundraising Executives
Seminar title: Factors that Influence Donor Behavior.
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Recent Committee Work

- University of the Fraser Valley – India Faculty Recruitment and Hiring Committee
- University of the Fraser Valley – Research Advisory Committee
- University of the Fraser Valley – Vice-chair, Curriculum Review Committee
- University of Alberta, Alberta School of Bus. – Sessional Faculty Evaluation Committee
- University of Alberta - Teaching Effectiveness Committee

Awards, Recognition and Special Interest Items

1. Former President of the Alberta Society for Marketing Professional Services (ASMPS).
2. Psychology Today magazine, wrote an article on the research that I had conducted on the relationship.
3. Expert Witness in brand infringement court case between Caribou Brewmasters Inc. and Pacific Western Brewery (2016).