

Linda M. Scott
Curriculum Vitae

Academic Positions

DP World Chair for Entrepreneurship and Innovation, Said Business School, University of Oxford, August 2010 to the present.

Duties focus on building research programs, but also include outreach and collaborations, such as Goldman Sachs' 10,000 Women entrepreneurship program in China and work with both the Oxford Centre for Entrepreneurship and Innovation and the Skoll Centre for Social Entrepreneurship. Teaching responsibilities continue under marketing.

Professor of Marketing, Oxford University, Said School of Business, August 2008 to present.

Teaching responsibilities covered Ph.D., Masters in research, MBA, and Executive MBA programs. Courses are "Marketing, Culture, and Society," "Branding and Communications," "Interpretation of Markets," and Islamic branding.

Other teaching includes a three-week stint at the University of Padua teaching cosmetics and fragrance marketing.

Reader in Marketing, Oxford University, Said School of Business, September 2006 to July 2008.

Associate Professor of Advertising, Art & Design, and Women's Studies, Research Associate Professor, Institute for Communications Research, University of Illinois, July 2002 to August 2006.

Head, Department of Advertising, Associate Professor of Advertising, Women's Studies, and Art & Design; Research Associate Professor, Institute of Communications Research, University of Illinois, College of Communications, January 2000 to July 2002.

Associate Professor, Department of Advertising, College of Communications, University of Illinois at Urbana-Champaign, Spring 1998 to Spring 2000.

Assistant Professor, Department of Advertising, College of Communications, University of Illinois at Urbana-Champaign, 1992 to Spring 1998.

Assistant Professor, School of Journalism and Mass Communication, University of Colorado at Boulder, academic year 1991/1992.

Education

University of Texas at Austin; Ph. D., Communications (Advertising); 1991.

Southern Methodist University; Master of Business Administration; 1978.

University of Texas at Austin; Master of Arts, English (American Literature and Culture); 1976.

University of Texas at Austin; Bachelor of Arts, English (and History); 1974.

Grants

ESRC/DFID Research Reduction Grant "Sanitary Care and Girls' Education in Uganda" 2011

Green Templeton College, "Environmentally Preferable Approaches to Sanitary Provisions in Africa," 2011.
Green Templeton College, "Girls' Education and Sanitary Provisions in Ghana," 2009.
John Fell OUP Fund Award, "Female Education and Sanitary Care in Developing Nations," 2008, 2009.
Said Foundation Grant, "Global Markets and Daily Life at the Bottom of the Pyramid," 2009-2010.
ESRC/DFID Poverty Reduction Grant, "Avon in Africa," 2007-2009.
ESRC Research Seminar Series, "Mothers, Markets, and Consumption," 2007-2010.
John Fell OUP Fund Award, "Avon in Africa" (Two Grants), 2007.
Templeton College and Said School Research Grants, "Rural Sales Program in Bangladesh," 2007.

Distinctions

U. S. State Department Subcommittee on Access to Markets, International Council of Women and Business Leadership, 2012.
Finalist, Paul Converse Award for Long-term Contribution to Marketing Research, 2011.
Emergent Thought Leaders in Management, Number 15, Thinkers 50, 2009 and 2010.
Finalist, University of Illinois, Campuswide Award for Excellence in Undergraduate Teaching, Spring 2002.
Fellow, Illinois Program for Research in the Humanities, 1999/2000. Topic: "Institutions of the Visual."
Finalist, Best Article Award, *Journal of Advertising*, 1998
Best Article Award, *Journal of Advertising*, 1997
Reviewer Award, *Journal of Advertising*, 1996
Finalist, Best Article Award, *Journal of Consumer Research*, 1996
Research Fellow, American Academy of Advertising, 1993.
Visiting Scholar, Smithsonian Institution, 1992.
University Fellow, The Graduate School of the University of Texas at Austin, 1990/1991
Graduate, School of Criticism and Theory, Dartmouth College, 1990
University Fellow, The Graduate School of the University of Texas at Austin, 1989/90
Ray B. Hall Advertising Fellowship, University of Texas at Austin, 1990
Jesse H. Jones Fellowship in Communication, University of Texas at Austin, 1988/89
Clio Award, U.S. Television, 1984
Clio Award, U.S. Television, 1983

Invited Presentations

"Sanitary Pads to Burn: Balancing Sustainability and Girls' Education in Africa." EDHEC, Lille, France, March 22, 2012.
"The Double X Economy," Presentation at Balliol College, Oxford, in honor of the 30th anniversary of admission of women to the college. March 5, 2012.
"Global Women Entrepreneurs," Goldman Sachs Graduation Ceremony, 10, 000 Women Program, Beijing, October 2011.
"Women Entrepreneurs for the World," Global Forum on Women's Entrepreneurship, Global Entrepreneurship Research Centre, Zhejiang University, October, 2011.
"Doing Good and Doing Well," Clinton Global Initiative, Procter & Gamble dinner panel, September 20, 2011.
"Sanitary Provisions and Girls' Education in Developing Countries," Procter & Gamble, Global Femcare Group, Geneva, February 2010.
"Avon in Africa," Bocconi University, Milan, September 17, 2009.
"How FMCG Can Help the Poor in Developing Nations," Procter & Gamble, CEEMEA Femcare group, Geneva, September 15, 2009.
"Avon in Africa," Notre Dame University, October 2008.
"Avon in Africa," University of Exeter, United Kingdom, March 2008.
"Avon in Africa," Said School of Business, Tenth Year Naming Anniversary, University of Oxford, February 2008.

“The Global Goddess,” presentation for Omnicom, Inc., New York, November 14, 2007.
 “Subversive Consumption: Irish Immigrants and the Yankee Protestant Elite in Industrializing America,” Keynote Speaker, Celtic Consumption Conference, Dublin City University, October 17, 2007.
 “Avon in Africa,” EDHEC-Lille, October 11, 2007.
 “The Fashion Forward Feminist,” Rice University, Houston, Texas, October 4, 2006.
 “Fresh Lipstick” and “The New Femininity,” Virginia Tech University, Blacksburg, VA, April 2006.
 “Fresh Lipstick,” University of Colorado at Boulder, March, 2006.
 “Materialism and Gender,” Aspen Chapel, Aspen, Colorado, March 2006.
 “Critique of Cognitive Approaches to Consumer Behavior,” Doctoral Consortium, Association for Consumer Research, San Antonio, Texas, 2005.
 Keynote Speaker, “For the Greater Good: A Positive Philosophy of Markets,” Academy of Marketing Annual Conference/AMA Global Conference, Dublin, Ireland, July 2005.
 “The New Femininity,” Leo Burnett, Chicago, June 2005.
 “The New Femininity,” Procter & Gamble, Cincinnati, April 2005.
 “Postindustrial Pictography: Advertising Images as a Writing System,” Oxford University, United Kingdom, April 29, 2005.
 “Expressing the Self through Dress: Psychology and the Politics of Appearance,” Department of Psychology, University of Houston, April 18, 2005.
 “Shocking Mom: American Girls in Historical Perspective,” Keynote Speaker, Women’s History Month, University of North Carolina, Wilmington, March 2005.
 “Reappropriating Femininity: New Ideals and the Third Wave,” Bryn Mawr College, Sponsored by the Women’s Center and Gender Studies, February 2005.
 “The New Femininity,” Advertising that Works, a three-day event sponsored by the American Association of Advertising Agencies, the American Advertising Federation, the Association of National Advertisers, and USA Today, October 2004.
 “Visible Dreams: Inspiration, Aspiration, and Expression,” The New Femininity, a symposium sponsored by the Advertising Educational Foundation, October 2004.
 “Metatheory and Microtheory,” Doctoral Consortium, Association for Consumer Research, Portland, Oregon, Fall 2004.
 “History and Sociology in Consumer Behavior: The Case of the Postwar ‘Book Boom,’” Research Series, Leeds School of Business, University of Colorado, March 2002.
 “Curriculum for the 21st Century,” Advertising Education Summit, University of Texas at Austin, April 2001.
 Lecture Series on Marketing and Culture, University of Hannover, Germany, June 2000.
 “Culture and the Reception of Images,” 1999 American Marketing Association Doctoral Consortium, Los Angeles, California.
 “Advertising Pictography,” University of Edinburgh and Dublin City University, April 1998.
 “Fashion and Feminism: Rethinking the Conventional Wisdom,” University of Ulster, April 1998.
 “Advertisements as Fields of Visual Information,” Harvard Business School Research Series, Fall 1997.
 “Reading Images of Women,” Association for Consumer Research Gender Conference, Salt Lake City, Utah, June 1996.
 “Reading the Popular Image,” Pennsylvania State University, March 1996.
 “Reading the Popular Image,” University of Wisconsin, April 1996.
 “Rethinking the Beauty Business,” Northwestern University Faculty Research Camp, Fall 1995.
 “Fragrance and the Female: Images of Women in Twentieth-Century Perfume Advertising.” Series on “Women in Popular Culture,” University of Colorado at Boulder, School of Journalism. Summer 1990.
 “Expansible Thoughts.” Subject of the talk was interdisciplinary study. Given at the convocation of The Graduate School of the University of Texas at Austin, by invitation of the Dean. December 8, 1991.

Publications

Linda Scott, Mary Johnstone-Louis, Catherine Dolan, Kimberly Sugden, and Maryalice Wu (2012), “Enterprise and Inequality: The Case of Avon in South Africa,” *Entrepreneurship Theory and Practice*, forthcoming May 2012.

Linda Scott (2011), "Beyond Poverty: Social Justice in a Global Marketplace," *Journal of Public Policy and Marketing*.

Linda M. Scott (2009), "Warring Images: Women and Fashion in World War II," *Advertising and Society Review*, Volume 10, Issue 3.

Catherine Dolan and Linda M. Scott (2009), "Lipstick Evangelism: Avon Trading Circles and Gender Empowerment in South Africa," *Gender and Development*, July, 203-218.

Linda M Scott (2009), "Markets and Audiences," *The History of the Book in America*, volume 5, David Nord, Joan Shelly Rubin, and Michael Schudson, eds. (Chapel Hill, NC: University of North Carolina Press, 72-90).

Linda M. Scott (2008), "Subversive Consumption: Nineteenth Century Irish Immigrants to America," *Irish Marketing Review*.

Linda M. Scott (2008), "Theoretical Realism: Culture and Politics in Commercial Imagery," *Consumer Culture Theory*, John Sherry and Eileen Fisher, eds., London: Routledge.

Linda M. Scott and Patrick Vargas (2007), "Writing With Pictures: Toward a Unifying Theory of Consumer Response to Visuals," *Journal of Consumer Research*, 34 (October).

Linda M. Scott and Patrick Vargas (2007), "Postindustrial Pictography: Learning the Coding Logics," *Journal of Consumer Research*, web version only.

Linda M. Scott (2007), "Expanding Rhetoric," *Go Figure: New Directions in Advertising Rhetoric*, Edward F. McQuarrie and Barbara J. Phillips, ed., M. E. Sharpe.

Linda M. Scott (2007), "Critical Research in Marketing: An Armchair Report," *Critical Marketing*, Avi Shankar and Pauline MacLaran, ed. London: Elsevier.

Linda M. Scott (2006), "Qualitative Research in Advertising: Twenty Years in Revolution," *Handbook of Qualitative Research Methods in Marketing*, Russell Belk, ed., London: Elgar.

Linda M. Scott, Jason P. Chambers, and Katherine Sredl (2006), "The Monticello Correction: Consumption in History," *Handbook of Qualitative Research Methods in Marketing*, Russell Belk, ed., London: Elgar.

Linda M. Scott (2006), "Advertising and the Querulous Canvas," *Advertising and Society Review*, Volume 6, Issue 4 (Winter).

Linda M. Scott and Lisa Penaloza (2006), "Matriarchal Marketing: A Manifesto," *Journal of Strategic Marketing*.

Linda M. Scott (2005), *Fresh Lipstick: Redressing Fashion and Feminism*, New York: Palgrave MacMillan.

Linda M. Scott (2003), "Introduction," and Interviews with Gloria Steinem and Mary Lou Quinlan, *Advertising & Society Review*, special issue on women in advertising, ed. Linda Scott (December).

Linda M. Scott and Rajeev Batra, eds. (2002), *Persuasive Imagery: A Consumer Response Perspective*, Lawrence Erlbaum Publishers.

Keith Kenney and Linda M. Scott (2002), "A Review of the Visual Rhetoric Literature," *Persuasive Imagery: A Consumer Response Perspective*, eds. Linda Scott and Rajeev Batra, Lawrence Erlbaum Publishers.

Linda M. Scott (2001), "Advertising, Advertisements," *International Encyclopedia of the Social and Behavioral Sciences*, volume 5, Michael Schudson, editor, London: Elsevier.

Linda M. Scott (2000), "Market Feminism: The Case for A Paradigm Shift," *Marketing and Feminism*, edited by Miriam Catterall, Lorna Stevens, and Pauline MacLaren, London: Routledge (lead chapter).

Arnould, Eric J. and Linda M. Scott, eds. (1999), *Advances in Consumer Research*, volume 26, Association for Consumer Research, Provo, Utah.

Hirschman, Elizabeth C., Linda M. Scott, and William D. Wells (1998), "A Model of Product Discourse: Linking Consumer Practice to Cultural Texts," *Journal of Advertising*, 27 (Spring): 33-50.

Scott, Linda M. (1998), "Images in Advertising," *Elgar Companion to Consumer Research and Economic Psychology*, eds. Simon Kemp and Peter Earl (Brookfield, VT, and London, UK: Edward Elgar Publishing Ltd.).

Scott, Linda M. (1998), "Women in Advertising," *Elgar Companion to Consumer Research and Economic Psychology*, eds. Simon Kemp and Peter Earl (Brookfield, VT, and London, UK: Edward Elgar Publishing Ltd.).

Otnes, Cornelia and Linda M. Scott (1996), "Something Old, Something New: Exploring the Interaction between Ritual and Advertising," *Journal of Advertising*, 25 (Spring), 33-50.

Scott, Linda M. (1995), "Representation and Narrative," *Advances in Social Cognition*, ed. Robert

Scott, Linda M. (1994), "Images in Advertising: The Need for a Theory of Visual Rhetoric," *Journal of Consumer Research*, September, 252-273.

Scott, Linda M. (1994), "The Bridge from Text to Mind: Adapting Reader-Response Theory for Consumer Research," *Journal of Consumer Research*, December, 461-490.

Scott, Linda M. (1993), "Fresh Lipstick: Rethinking the Images of Women in Advertising," *Media Studies Journal*, Winter/Spring, 144-155.

Scott Linda M. (1993), "Spectacular Vernacular: Literacy and Commercial Culture in the Postmodern Age," *International Journal of Research in Marketing*, 10 (June), 251-275.

Scott, Linda M. (1991), "For the Rest of Us: A Reader-Oriented Interpretation of Apple's '1984' Commercial," *Journal of Popular Culture*, 25(1), 67-82.

Scott, Linda M. (1991), "Playing with Pictures: Postmodernism, Poststructuralism, and Advertising Visuals," *Advances in Consumer Research*, ed. John Sherry and Brian Sternthal, vol. 19, 596-612.

Scott, Linda M. (1990), "Understanding Jingles and Needledrop: A Rhetorical Approach to Music in Advertising," *Journal of Consumer Research*, 17 (September), 223-236.

Tharp, Marye and Linda M. Scott (1990), "The Role of Marketing Processes in Making Cultural Meanings," *Journal of Macromarketing*, Fall, 47-60.

Scott, Linda M. (1990), "The Troupe: Celebrities as *Dramatis Personae* in Advertising," *Advances in Consumer Research*, ed. Michael Solomon and Rebecca Holman, vol. 18, 355-363.

Special Reports and Teaching Cases

Pampers/UNICEF Case Study, 2011. This case was funded by the Pears Foundation as the first of a series of business school cases designed to foster socially responsible business practices among MBAs. The case will be released at the Clinton Global Initiative in September, 2011. Principal author: Linda Scott.

Halal Industry Report, 2009. Commissioned by government of Malaysia, 2009. This research project was undertaken in collaboration with universities in Malaysia. The report was delivered in both written and spoken form to the government in November 2009, along with a custom executive education program. The purpose was to evaluate various industries as potential growth areas for Malaysian SMEs under a broad “halal” definition. Principal investigator: Linda Scott.

Special Initiative for the City of Chicago, 2005. This project was done for the City of Chicago but was funded by the University of Illinois Provost’s Office. The year-long research project spanned five university departments and included respondents in five United States cities. The purpose was to create a strategy for Chicago to attract entrepreneurs and technology experts, as well as other creative class professionals. The work was presented in three stages to city leaders. Principal investigator: Linda Scott.

Other Case Studies:

CARE Rural Sales Program, 2011. This case was also funded by the Pears Foundation and covers the emergence of a rural sales program for multinational consumer goods built by CARE International in Bangladesh. It was tested in the classroom in April, 2011.

Sanitary Care in Ghana, 2010. This case emerged from the sanitary pad research in Ghana and was tested in the classroom in winter 2010 and 2011.

Halal 1 and 2. This case emerged from the work with the Malaysian government. The case was tested in the classroom in winter 2010 and 2011.

Interviews and Roundtables for *Advertising & Society Review*

Volume 12 (3) 2011.

Interview with Mary Wells, Founder of Wells Rich Green
Interview with Linda Sawyer, CEO of Deutsch
Interview with Jo Ann Ross, head of CBS Media

Volume 11 (2) 2010

Interview with Ira Antelis, award-winning jngle composer and music producer
Interview with Keith D’Arcy, EVP of EMI productions

Volume 11 (2) 2010

Interview with Josh Rabinowitz, music producer, Grey Advertising
Roundtable with Marc Altshuler, Andy Bloch, Morgan Viscotti, Gareth Williams of Human Music and Sound Design

Volume 10 (1) 2009

Roundtable on JWT Creativity and the JetBlue Campaign.
Roundtable on R/GA Digital Advertising and Consumer Approach.

Volume 9 (1) 2008

Roundtable on the CARE "I Am Powerful" Advertising Campaign.

Volume 7 (1) 2007

Roundtable on the Mastercard "Priceless" Campaign.

Volume 4 (4) 2003

Edited special issue on *Women in Advertising*.
Interview with Mary Lou Quinlan, author of *Just Ask a Woman*.
Interview with Gloria Steinem.

Works in Progress

Under Review: "The Power of Ordinary Objects: Investigating Sanitary Care in Ghana." This article was submitted August 4, 2011 to the *Journal of Consumer Research*. (Available on request.)

In preparation: "The Rhetoric of Realism: Digital Photography and the Technological Unconscious." This paper is nearly ready and I hope to submit it to *Journal of Consumer Research* very soon. It is being co-authored with Patrick Vargas and Gry Hongsmark-Knudsen.

Edited book: *Consumption and Spirituality* is being edited by Diego Rinallo, Pauline Maclaran, and Linda Scott. This book is in production at Routledge. Linda Scott has written a chapter as first author with Pauline Maclaran (manuscript available upon request).

Single author book: *The Double X Economy: Women in the Global Marketplace*. This proposal is in development and has been invited by Oxford University Press.

Grant proposal: Consumer Impact of CARE Rural Sales Program. An ESRC standard grant is in development in collaboration with CARE Bangladesh and Schulich Business School at York University in Toronto.

Conference Presentations Published in Abstract

"Reason and Realism: Image as Argument," Association for Consumer Research, 2006.

"Barbie Genesis: Play, Dress, and Rebellion," presented at the 2002 ACR Gender Conference in Dublin.

"Using 'Revolution': A Case Study in Intentionality and Response," Special session on negative consumer response to the use of music in advertising. Association for Consumer Research conference, Nashville, Fall 1993.

"Advertising and Contemporary Rhetoric: An Introduction to Reader-Response Theory." Special session on "The New Advertising Rhetoric." Association for Consumer Research conference, Vancouver, Fall 1992.

"Music, Marketing, and Multivocality." Special session on music, Association for Consumer Research conference, Vancouver, Fall 1992.

"Toward Visual Rhetoric." Presented at the American Academy of Advertising Conference in Orlando, Florida, Spring, 1989. Abstract published in proceedings.

"Pop Art and Canned Culture: The Art of Commodification." Special session called "LitCrit, PopCult, and AdSpeak," American Academy of Advertising Conference in Reno, Nevada, Spring 1990.

Service

Conference Co-Chair, Consumer Culture Theory Conference, Oxford, August 2012.
Editor, *Advertising and Society Review*, published by Johns Hopkins University Press. Term began July 1, 2005.
Peer Review College, *Economics and Social Science Research Council*, United Kingdom.
National Board of Directors, Advertising Educational Foundation, New York, 2000 to the present.
Editorial Boards, *Journal of Marketing Management* and *Qualitative Marketing Research*.
Faculty, Doctoral Seminar in Marketing Theory, University of Southern Denmark, 2010.
Track Chair, "Social Justice," Transformative Consumer Research Conference, 2009.
Faculty, Qualitative Data Workshop for Doctoral Students, Association for Consumer Research, Ann Arbor, 2009.
Advisory Board, *The Internationalist* awards for media innovation, 2008.
Advisory Board, G23, women's consultancy for Omnicom Group, 2008.
Faculty, Qualitative Data Workshop for Doctoral Students, Association for Consumer Research, Omaha, Nebraska, May 2005.
"Developing an Art Community," a multimethod investigation of the market for visual art in Champaign-Urbana, Illinois. Sponsored by the local arts council. Spring 2005.
Chair, Advertising that Works: Symposium on applying anthropology to the practice of advertising, sponsored by the Association of American Advertising Agencies, the American Advertising Federation, the Association of National Advertisers, and USA Today, October 2005.
Co-chair, Symposium: The New Femininity: Exposing the Myths and Midrifts of Today's Young Women, Advertising Educational Foundation, New York, October 2004.
Faculty, Doctoral Consortium, Association for Consumer Research, Portland, Oregon, October 2005.
Conference Co-chair, Association for Consumer Research Gender Conference, Summer 2004.
Chair, How Does Advertising Shape the Image of Women?, a symposium held October 18, 2003 at Northwestern University, under the auspices of the Advertising Educational Foundation.
Chair, Sandage Symposium 2000, "Advertising History."
Co-chair, 19th Annual Advertising and Consumer Psychology Conference, University of Michigan, Spring 2000. Conference sponsored by the Society for Consumer Psychology (Div. 23 of the American Psychological Association), the Society for Personality and Social Psychology (Division 8), the Society for the Psychological Study of Social Issues (Division 9) and the Yaffe Center for Persuasive Communication at the University of Michigan - Ann Arbor.
Faculty, American Marketing Association Doctoral Consortium, 1999.
Board of Advisors, Yaffe Center for Persuasive Communication, University of Michigan, Ann Arbor.
Co-editor for the advertising and marketing sections of the International Encyclopedia of the Social and Behavioral Sciences, 1998.
Conference Co-chair, Association for Consumer Research, for 1998 conference.
Editorial Board Member, Journal of Consumer Research, Journal of Advertising.
Resident Faculty, Doctoral Consortium, American Marketing Association, 1993.
Program Committee, Association for Consumer Research, 1992, 1994, 1996, 1997, 2005.
Steering Committee, Council on Advertising History, New York, 1992.
National Council of the American Advertising Museum, Portland, Oregon, 1992.
Director of Graduate Studies, Department of Advertising, 1996/97 and 1997/98.