

Dr. Carly Drake (Pender)
Assistant Professor of Marketing
School of Business and Entrepreneurship, North Central College
Naperville, Illinois, United States
cdrake@noctrl.edu

Education

Haskayne School of Business, University of Calgary, Calgary, Alberta, Canada
Doctor of Philosophy in Management (Marketing), 2014–2019
Dissertation: *Runner's World* meets runners' worlds: Female recreational athletes, ideal bodies, and fitness advertising
Supervisors: Drs. Scott Radford and Fiona Nelson

Dalhousie University, Halifax, Nova Scotia, Canada
Master of Arts in International Development Studies, 2010–2012
Thesis: "Day by day, day by day": A study of immigrant women's entrepreneurship and settlement in Halifax, Nova Scotia
Supervisors: Drs. Pauline Gardiner Barber and Evangelia Tastsoglou

Carleton University, Ottawa, Ontario, Canada
Bachelor of Journalism and Political Science, 2006–2010
Graduated with Highest Honours

Research Interests and Expertise

- Gender and embodiment
- Mental health
- Sport and fitness
- Space and place
- Marketing communication
- Qualitative research methods
- Poststructuralist theoretical perspectives

Honours and Awards

- 2021** North Central College Faculty Development and Recognition Committee Grant Award (\$3,450)
- 2021** North Central College Summer Undergraduate Research Funding (\$3,000)
- 2019** University of Calgary Sessional Instructor Teaching Award – Nominee
- 2018** Social Sciences and Humanities Research Council Doctoral Fellowship - \$20,000
Robert A. Willson Doctoral Management Scholarship - \$10,000
AMA-Sheth Foundation Doctoral Consortium - Fellow
University of Calgary Graduate Teaching Assistant Award - Nominee
- 2017** Queen Elizabeth II (Doctoral) Scholarship - \$15,000
University of Calgary Faculty of Graduate Studies Doctoral Scholarship - \$10,000
- 2016** Queen Elizabeth II (Doctoral) Scholarship - \$5,000
- 2015** Queen Elizabeth II (Doctoral) Scholarship - \$10,000
Haskayne School of Business Research Prize - \$5,000
- 2014** Haskayne School of Business Entrance Scholarship - \$15,000

Carly Drake

- 2013** United Nations Association in Canada Young Leaders Op-Ed Competition, Second Prize - \$2,000
- 2012** Best Graduate Student Oral Presentation, Tenth Year at the Crossroads: Health Research at the New Millennium Conference (Halifax, Nova Scotia)
- 2010** Dalhousie University Entrance Scholarship - \$13,000
- 2009** Marissa Ann Golini Memorial Scholarship in Journalism - \$2,000
- 2009** K. Phyllis Wilson Scholarship in Journalism - \$1,000
- 2008** K. Phyllis Wilson Scholarship in Journalism - \$1,000
- 2007** K. Phyllis Wilson Scholarship in Journalism - \$1,000
- 2006** Carleton University Entrance Scholarship - \$10,000

Research

Peer-Reviewed Publications

Stackhouse, M., Falkenberg, L., **Drake, C.**, & Mahdavi, H. (2020). Why massive open online courses (MOOCs) have been resisted: A qualitative study and resistance typology. *Innovations in Education and Teaching International*.

Drake, C., & Radford, S. K. (2019). Here is a place for you/know your place: Critiquing “biopedagogy” embedded in images of the female body in fitness advertising. *Journal of Consumer Culture*. <https://doi.org/10.1177/1469540519876009>

Drake, C., & Radford, S. K. (2018). [Softly assembled] gender performance through products: Four practices responding to masculine and feminine codes in product design. In A. Venkatesh, S. Cross, C. Ruvalcaba & R. Belk (Eds.), *Consumer Culture Theory (Research in Consumer Behavior, Volume 19)* (p. 123-144). Bingley, UK: Emerald.

Kano, L., Verbeke, A., & **Drake, C.** (2015). The multinational head office as a joint value orchestrator: Managing the global factory. In R. van Tulder, A. Verbeke & R. Drogendijk (Eds.), *The Future of Global Organizing (Progress in International Business Research, Volume 10)* (p. 315-340). Bingley, UK: Emerald.

Drake, C., & Gahagan, J. (2015). Working “upstream”: Why we shouldn't use heterosexual women as health promotion change agents in HIV-prevention interventions aimed at heterosexual men. *Health Care for Women International*, 36(11): 1270-89.

Gahagan, J., Jason, T., & **Pender, C.** (2011). Promoting adolescent males' health: Utilization of school-based youth health centers in Nova Scotia, Canada. *Journal of Community Medicine & Health Education*, 2(1).

Academic Conference Involvement

Paper Presentations

Pradhan, A., & **Drake, C.** (2021). Cringe watching: Deconstructing knowledge hierarchies through reflexive media consumption. Paper presented at the Academy of Marketing Conference [online].

Carly Drake

Falkenberg, L., & **Drake, C.** (2021). Where do we go from here? Increasing a business school's capacity to respond to its constituents. Paper presented at the Administrative Sciences Association of Canada Conference [online].

Drake, C., & Radford, S. K. (2020). How do bodies “become” through advertising? Poststructuralist feminist theory and women's embodied consumption. Paper presented at the 44th Annual Macromarketing Conference [online].

Drake, C., & Radford, S. K. (2018). Here is a place for you/know your place: Understanding neoliberal “biopedagogy” embedded in images of the female body in fitness advertising. Paper presented at the 43rd Annual Macromarketing Conference, Leipzig, Germany [focusing on advertising ideology from a macro perspective].

Drake, C., & Radford, S. K. (2018). Here is a place for you/know your place: Understanding representations of the female body in fitness advertising. Paper presented at the International Sociological Association World Congress of Sociology, Toronto, Canada [focusing on the sociology of fitness/the body].

Drake, C., & Radford, S. K. (2018). Here is a place for you/know your place: Understanding neoliberal “biopedagogy” embedded in representations of the female body in fitness advertising. Paper presented at the Consumer Culture Theory Conference, Odense, Denmark [focusing on advertising's role in consumer culture].

Drake, C., & Radford, S. K. (2017). Gender as a softly assembled performance: Interrogating the tenuous possession-self link when women don't want pink and men don't want blue. Paper presented at the North American Conference of the Association for Consumer Research, San Diego, CA.

Drake, C., & Radford, S. K. (2017). Gender as a soft assembly: A dynamic systems theory approach to understanding consumers' experiences with gender identity and product gender. Paper presented at the Consumer Culture Theory Conference, Anaheim, CA.

Drake, C., & Radford, S. K. (2017). Gender performance through the body: A hermeneutic exploration of learning within the hair industry. Paper presented at the 13th Annual Graduate Student Research Symposium, Calgary, AB.

Drake, C., & Radford, S. K. (2016). Portrayals of women in advertising: Reconciling instrumental and ethical perspectives. Paper presented at the 41st Annual Macromarketing Conference, Dublin, Ireland.

Drake, C., & Radford, S. K. (2016). The influence of gender identity on evaluations of products designed for the stereotypical man and woman. Paper presented at the 12th Annual Graduate Student Research Symposium, Calgary, AB.

Pender, C. (2013). Cowboy hats and business suits: The case of multiculturalism in Calgary. Paper presented at the 15th National Metropolis Conference, Ottawa, ON.

Pender, C. (2013). Calgary's professional newcomer women: Building careers and lives in a thriving economy. Paper presented at the 15th National Metropolis Conference, Ottawa, ON.

Carly Drake

Pender, C. (2012). Beyond buzzwords: The case of women's "empowerment" in HIV-prevention interventions. Paper presented at the Tenth Year at the Crossroads: Health Research of the New Millennium conference, Halifax, NS.

Pender, C. (2012). Immigrant women in the food sector: A study of ethnic entrepreneurship in Halifax. Paper presented at Immigrant Women in Atlantic Canada: A Research Symposium, Halifax, NS.

Invited Roundtable Participant

Global CCT PhD Student Network. (2019). Tactics of circumvention: How to evade CCT's doppelgänger brand images as an emerging scholar. Roundtable discussion conducted at the Consumer Culture Theory Conference, Montreal, Canada.

Poster Presentations

Drake, C., & Radford, S. K. (2018). How does *Runner's World* shape a runner's world? Understanding representations of the "ideal" female body in fitness advertising. Poster presented at the North American Conference of the Association for Consumer Research, Dallas, TX.

Drake, C., & Mourali, M. (2018). Helpful mental shortcuts or a shortcut to bias? Two perspectives on heuristics and one new direction for consumer research. Poster presented at the North American Conference of the Association for Consumer Research, Dallas, TX.

Drake, C., & Mourali, M. (2018). Helpful mental shortcuts or a shortcut to bias? Two perspectives on heuristics and one new direction for consumer research. Poster presented at the Society for Consumer Psychology Annual 2018 Winter Conference, Dallas, TX.

Drake, C., & Radford, S. K. (2018). Be yourself (but not too much): The role of the hairstylist as a change agent in the service sector. Poster presented at the Association for Consumer Research Gender, Marketing and Consumer Behavior Conference, Dallas, TX.

Radford, S. K., & **Drake, C.** (2015). Making the human brand: American Idol and the modern manufactured celebrity. Poster presented at the American Marketing Association's Summer Marketing Educators' Conference, Chicago, IL.

Media

Imm, J. (2021, June 30). North Central faculty move the conversation on LGBTQIA+ issues forward during Pride Month... and always. *North Central College*.
https://www.northcentralcollege.edu/news/2021/06/30/north-central-faculty-move-conversation-lgbtqia-issues-forward-during-pride-month?utm_medium=post&utm_source=twitter&utm_campaign=omc-text-broad-omc-pride-month-drs-chod-drake

Imm, J. (2021, May 28). North Central students take on important cause with "Be an Ally" marketing campaign. *North Central College*.

Carly Drake

<https://www.northcentralcollege.edu/news/2021/05/28/north-central-students-take-important-cause-be-ally-marketing-campaign>

Pradhan, A., & Kuruoglu, A. (2021, April 23). Let's talk about (heteronormative) love, baby!. *Tales of Consumption Podcast*. <https://podcasts.apple.com/us/podcast/episode-8-lets-talk-about-heteronormative-love-baby/id1552759592?i=1000518317173>

Pradhan, A., & Kuruoglu, A. (2021, February 23). Television? More like male-vision. *Tales of Consumption Podcast*. <https://podcasts.apple.com/us/podcast/episode-3-television-more-like-male-vision/id1552759592?i=1000510275054>

Drake, C., & Anstine, D. B. (2020, September 8). 5 things to look for on a college campus that benefit mental health. *The Conversation (United States)*. <https://theconversation.com/5-things-to-look-for-on-a-college-campus-that-benefit-mental-health-144842>

Cramer, M. (2020, February 1). In a long history of sexist ads and outrage, it's the apology that's new. *New York Times*. <https://www.nytimes.com/2020/02/01/business/media/kfc-commercial-sexist.html>

Chamberlin, J. (2019, February 1). Do all genders get a level playing field? Addressing the gendered arena of sport. *Explore UCalgary*. <http://explore.ucalgary.ca/gender-equality-in-sport>

CTV Morning Live (2019, January 14). Live television interview with Joelle Tomlinson: "Women and sports coverage."

Drake, C. (2018, April 9). Boston Marathon: How advertisers target female runners. *The Conversation (Canada)*. <https://theconversation.com/boston-marathon-how-advertisers-target-female-runners-93738>

Binns, S. (2017, October 24). How do you market fitness? *Academic Stories*. <https://academicstories.com/story/emphasizing-equality/how-do-you-market-fitness>

Jolly, B. (2016, November 22). Canadian retailers may see a 'grinchy' Black Friday. *Yahoo! Finance*. <https://ca.finance.yahoo.com/news/canadian-retailers-may-see-a-grinchy-black-friday-160052725.html>

Teaching Experience

Courses Taught

2020-	Digital Marketing, North Central College School
2019-	Integrated Marketing Communication, North Central College
2017	Introduction to Marketing, University of Calgary
2017	Integrated Marketing Communication, University of Calgary

Additional Teaching Experience

2019	Guest Lecturer, Introduction to Public Relations, North Central College
-------------	---

Carly Drake

2019	Guest Lecturer, Research Methods in Sociology, North Central College
2018	Guest Lecturer, Digital Marketing, University of Calgary
2016	Guest Lecturer, Integrated Marketing Communication, University of Calgary
2016	Teaching Assistant, Integrated Marketing Communication, University of Calgary
2015-2016	Teaching Assistant, Strategic Management, University of Calgary
2015	Teaching Assistant, Strategic Management II, University of Calgary
2012	Teaching Assistant, Introduction to Environment, Sustainability and Society, Dalhousie University
2011	Writing Teaching Assistant, Introduction to Environment, Sustainability and Society, Dalhousie University

Academic Service

School- and Department-Level Service

North Central College

2020-	Career Readiness Curriculum Committee, North Central College
2020-	Faculty Secretary, North Central College
2020-	Academic Programs and Policies Committee, North Central College
2020	Interim Faculty Advisor, American Marketing Association Club, North Central College
2020-	Faculty Advisor, Cheerleading Team, North Central College
2019-	Faculty Mentor, Women's Track and Field, North Central College

University of Calgary

2017-2019	President, Doctoral Association for Students of Haskayne
2016-2019	Selection Committee, Haskayne School of Business PhD Teaching Award
2016-2017	Haskayne School of Business Representative, University of Calgary Graduate Students' Association
2015-2016	Peer Mentor, Haskayne School of Business

Disciplinary Service

2020	Competitive Paper Reviewer, Consumer Culture Theory Conference
2019-	Ad Hoc Reviewer, <i>Journal of Consumer Culture</i>
2019	Competitive Paper Reviewer, Macromarketing Conference
2019	Competitive Paper Reviewer, Australian & New Zealand Marketing Academy Conference

Professional Development

2020	Universal Design for Learning Workshop, North Central College (with Jennifer Pusateri)
2018	Macromarketing PhD Student Professional Development Consortium, Macromarketing Society

Carly Drake

- 2017** Qualitative Data Analysis Workshop, University of Calgary (with Päivi Eriksson, University of Eastern Finland, author of *Qualitative Methods in Business Research*)
- 2017** Media Relations Training, Haskayne School of Business
- 2017** Qualitative Data Analysis Workshop, Consumer Culture Theory Consortium
- 2016** Instructional Skills Workshop, University of Calgary
- 2016** Macromarketing PhD Student Professional Development Consortium, Macromarketing Society
- 2013** Young Leaders Forum, United Nations Association in Canada

Professional Experience

- 2013-2014 Communications and Fundraising Coordinator**
Immigrant Services Calgary (Calgary, Alberta)
- Responsible for internal and external agency communications, including social and digital media
 - Worked as part of a team to organize a 600-person gala celebrating local immigrants' achievements
- 2012-2013 Settlement Coordinator**
Immigrant Services Calgary (Calgary, Alberta)
- Led the writing of funding proposals and reports
 - Assisted in the management of counseling staff
- 2008-2013 Lead Writer and Editor**
MyHealth Interactive Magazine (Ottawa, Ontario)
- Developed engaging health media in a digital format for teens and educators