

Dr. Carly Drake (Pender)
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Academic Employment

- 2025 – **School of Business and Entrepreneurship, North Central College**
Associate Professor of Marketing
- 2019 – 2025 **School of Business and Entrepreneurship, North Central College**
Assistant Professor of Marketing

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

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

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

Research

Works in Progress

Grady, A., & **Drake, C.** My friend the dietitian: Social media, postfeminist digital entrepreneurship, and eating disorder recovery.

Drake, C., & Pradhan, A. Feminist collaborative autoethnography for marketing and consumer research.

Pradhan, A., Jones, S., **Drake, C.**, Banister, E., Hamilton, K., & Piacentini, M. (eds.) *Special issue of Marketing Theory: Advancing marketing theory through alternative qualitative methods.*

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Peer-Reviewed Publications

Drake, C., Murali, M., & Pender, K. (2025). Mental illness as consumer vulnerability: Ambivalent attachment to the college campus. *Journal of Marketing Management*. OnlineFirst pre-print. doi:[10.1080/0267257X.2025.2547379](https://doi.org/10.1080/0267257X.2025.2547379)

Pradhan, A., & **Drake, C. (2023).** Netflix and cringe: Affectively watching ‘uncomfortable’ TV. *Marketing Theory*, 23(4). doi:10.1177/14705931231154944

Drake, C. (2022). Willfulness and the market: (Post)feminist subjectivities and women’s body work. In G. Brodowsky, C. P. Schuster and R. Perren (Eds.), *Handbook of Research on Ethnic and Intra-Cultural Marketing* (pp. 104-118). Cheltenham, UK: Edward Elgar.

Murali, C., & **Drake, C. (2022).** The challenge of debunking health misinformation in dynamic social media conversations: Online randomized study of public masking during Covid-19. *Journal of Medical Internet Research*, 24(3). doi:10.2196/34831

Drake, C., & Radford, S. K. (2022). Studying gendered embodied consumption with poststructuralist feminist hermeneutics. *Qualitative Market Research*, 25(1), 1-19. doi:10.1108/QMR-01-2021-0011

Drake, C., & Radford, S. K. (2021). 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*, 21(4), 800-826. doi:10.1177/1469540519876009

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*, 57(4), 450-459. doi:[10.1080/14703297.2020.1727353](https://doi.org/10.1080/14703297.2020.1727353)

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)* (pp. 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.

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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

Grady, A., & **Drake, C.** (2024). My friend the dietitian: Social media, sportswomen, and eating disorder recovery in the age of influencer creep. Paper presented at the Consumer Culture Theory Conference, San Diego, California.

Grady, A., & **Drake, C.** (2024). My friend the dietitian: Social media, sportswomen, and eating disorder recovery in the age of influencer creep. Paper presented at the Gender, Markets, and Consumers Conference, Edinburgh, Scotland.

Drake, C., Mourali, M., & Pender, K. J. (2022). Mental health as consumer vulnerability: Ambivalent attachment to the college campus. Paper presented at the Global Macromarketing Conference [online].

Drake, C., & Pradhan, A. (2021). Netflix and cringe: Media consumption as transformative identity-work. Paper presented at the North American Association for Consumer Research Conference [online].

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

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].

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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.

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.

Conference Leadership

Tuncay Zayer, L., Sredl, K., Coleman, C., Dobscha, S., **Drake, C.** . . . Whiteman, J. (Accepted for Summer 2025). How to engage in impactful CCT research: Examples of

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pedagogy, practice, and policy from gender scholars. Workshop organized for the Consumer Culture Theory Conference, London, United Kingdom.

Scott, J., Pradhan, A., & **Drake, C.** (2023). Alternative methodologies to exploring to understanding consumer research. Workshop organized for the Academy of Marketing Conference, London, United Kingdom.

Invited Presentations

Drake, C. (2024). Bodies, maps, and ugly feelings: Methodological innovation and theory-building in consumer research. Presentation delivered to the Prairie Consumer Behavior Symposium, Saskatoon, Saskatchewan, Canada.

Grady, A., & **Drake, C.** (2023). My friend the dietitian: Social media, postfeminist digital entrepreneurship, and eating disorder recovery. Presentation delivered to the Chicago Consumer Culture Community (C4) and the Southern California Consumer Culture Community (SC4) [online].

Pradhan, A., & **Drake, C.** (2021). Netflix and cringe: Consuming conflict as agentic consumer identity work. Presentation delivered to the University of Southern Denmark Business School (Odense, Denmark) and the IESEG School of Management (Paris and Lille, France).

Invited Panel Appearances

Alternative research methodologies panel. (2024). Panelist at the Prairie Consumer Behavior Symposium, Saskatoon, Saskatchewan, Canada.

“The very stupid stigma around what my vagina is very much supposed to do”: Experiencing, escaping, and embracing stigmatized practices & products. (2022). Special session discussant at the Consumer Culture Theory Conference, Corvallis, Oregon.

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., & Grady, A. (2025). Towards an integrative view of eating disorders in consumer culture theory research: A theoretical framework and call to action. Consumer Culture Theory Conference, London, UK.

Drake, C., & Grady, A. (2022). The problem with “love your body!” discourse: New avenues for marketing research and practice. American Marketing Association Summer Academic Conference, Chicago, IL.

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Drake, C., & Pradhan, A. (2022). Feminist collaborative autoethnography for consumer research. Poster presented at the Consumer Culture Theory Conference, Corvallis, OR.

Grady, A., & **Drake, C. (2022).** Body neutrality, not positivity: Sportswomen, body image, and social media. Midwestern Psychological Association Conference, Chicago, IL.

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., & Murali, 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., & Murali, 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.

Honours and Awards

- 2024** North Central College Center for Social Impact Fellowship
- 2025** North Central College Student Leadership Award – Outstanding Program of the Year
- 2025** North Central College Faculty Recognition – Mentoring of Students
- 2025** North Central College Faculty Development and Recognition Committee Grant (\$1,000)
- 2024** North Central College Faculty Development and Recognition Committee Grant (\$3,000)
- 2023** North Central College Junior Faculty Distinguished Scholarship Award (\$1,000)
- 2023** North Central College Faculty Development and Recognition Committee Grant (\$3,000)
- 2022** North Central College Junior Faculty Distinguished Mentoring Award (\$1,000)
- 2022** North Central College Faculty Development and Recognition Committee Grant (\$3,000)

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- 2021** North Central College Faculty Development and Recognition Committee Grant (\$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
- 2018** Robert A. Willson Doctoral Management Scholarship - \$10,000
- 2018** AMA-Sheth Foundation Doctoral Consortium - Fellow
- 2018** University of Calgary Graduate Teaching Assistant Award - Nominee
- 2017** Queen Elizabeth II (Doctoral) Scholarship - \$15,000
- 2017** 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
- 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

Media

Kelly, S. (2023). Netflix and cringe! The science of uncomfortable viewing. *Canvas8*.
<https://hubs.li/Q020kxZ80>

Drake, C., & Grady, A. (2023, October 31). Is ‘girl dinner’ a feminist movement? Not yet. *Chicago Tribune*.
<https://static1.squarespace.com/static/5dd463cd4d8dd97b897b50f8/t/65415bd843e6696084d564c5/1698782195379/Chicago+Tribune+Op-Ed+Girl+Dinner>

Drake, C., & Pradhan, A. (2023, May 9). The unbearable allure of cringe. *The Conversation US*. <https://theconversation.com/the-unbearable-allure-of-cringe-204720>

Perl-Pollard, K. (2022, July 27). COVID misinformation on social media: The unintended consequences of debates. *The University of Calgary*.
<https://haskayne.ucalgary.ca/news/covid-misinformation-social-media-unintended-consequences-debates>

The Conversation US. (2022, January 20). Stressed out at college? Here are five essential reads on how to take better care of your mental health. *The Conversation US*.

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<https://theconversation.com/stressed-out-at-college-here-are-five-essential-reads-on-how-to-take-better-care-of-your-mental-health-174851>

Drake, C. (2022, March 20). Op-ed: Why considering physical “space” is important for business success and social wellbeing. *Daily Herald*.

<https://www.dailyherald.com/business/20220320/why-considering-physical-space-is-important-for-business-success-and-social-wellbeing>

Pohl, L. (2021, Fall). Faculty mentoring: Building confidence, cultivating leaders, realizing dreams. *North Central College Alumni Magazine*, p. 6-9.

<https://www.northcentralcollege.edu/magazine>

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*.

<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 US*. <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.”

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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>

Teaching Experience

Courses Taught

2025	#Sponsored: Power, Influence, and Influencers (North Central College)
2024-	Globalization and Society (North Central College)
2023-	Bodies, Markets, and Marketing (North Central College)
2020-	Digital Marketing (North Central College)
2019-	Integrated Marketing Communication (North Central College)
2017	Introduction to Marketing (North Central College)
2017	Integrated Marketing Communication (North Central College)

Additional Teaching Experience

2024	Guest Lecturer, MBA Residency, North Central College
2022	Guest Lecturer, Gender, Sexuality and the Mass Media, North Central College
2021	Guest Lecturer, Neoliberalism and Pop Culture, North Central College
2021	Guest Lecturer, Honors Salon, "Bodies and Marketing," North Central College
2019	Guest Lecturer, Introduction to Public Relations, North Central College
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

Workshop Facilitation Experience

2024	"Personal Branding for Changemakers" for the Center for Social Impact, North Central College
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2023	“Better Body Image” for the Wildwood Running Clinic, Naperville, IL
2022	“Better Body Image” for Shred415 Fitness, Naperville, IL
2022	“Personal Branding for Changemakers” for the Student Leadership Summit, North Central College
2022	“Better Body Image” for Girls on the Run (Teen Squad), Baltimore, MD
2022	“Search Engine Optimization Basics” for the Student Entrepreneurship Club, North Central College
2020	“Personal Branding” for the Student Entrepreneurship Club, North Central College

Academic Service and Mentorship

School- and Department-Level Service and Mentorship

North Central College

2025	Member, Undergraduate Scholarship Selection Committee
2023-	Member, Institutional Review Board
2023-	Faculty Advisor, American Marketing Association Chapter
2023-	Member, Faculty Council on Undergraduate Research
2023	Search Committee, Dean of the School of Business and Entrepreneurship
2023	Selection Committee, Distinguished Mentoring Awards
2022-2023	Chair, Faculty Research and Scholarship Committee (School of Business & Entrepreneurship)
2022	Selection Committee, Online Education Award
2022	Selection Committee, Outstanding Student Award
2021-	Co-Founder, the Body Collective
2021-2023	Associate, Center for the Advancement of Faculty Excellence
2020-2021	Career Readiness Curriculum Committee
2020-2022	Faculty Secretary
2020-2022	Academic Programs and Policies Committee
2020	Interim Faculty Advisor, American Marketing Association Chapter
2020-2021	Faculty Advisor, Cheerleading Team
2019-2022	Faculty Mentor, Women’s Track and Field Team

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

2023-2025	Board Member; Gender, Markets & Consumers (GENMAC)
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2022-2023	Secretary; Gender, Markets & Consumers (GENMAC)
2023-	Competitive Paper Reviewer, Association for Consumer Research Conference
2023-	Ad Hoc Reviewer, <i>Sociology Compass</i>
2022-	Ad Hoc Reviewer, <i>Journal of Current Issues & Research in Advertising</i>
2022-	Ad Hoc Reviewer, <i>Consumption, Markets & Culture</i>
2022-	Ad Hoc Reviewer, <i>Journal of Marketing Management</i>
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

Membership in Professional Associations

Consumer Culture Theory Consortium (CCTC)
Gender, Markets and Consumers (GENMAC)
American Marketing Association (AMA)