

# **Brent McKenzie, MBA, PhD**

## **Curriculum Vitae**

### **Academic Profile**

July 2009 – present: Associate Professor (Tenured), Department of Marketing and Consumer Studies, College of Business and Economics, University of Guelph, Guelph, Ontario, Canada

July 2007 – June 2009: Assistant Professor (Probationary Tenure track), Department of Marketing and Consumer Studies, College of Management and Economics, University of Guelph, Guelph, Ontario, Canada

July 2005 – June 2007: Assistant Professor, Marketing (Probationary Tenure track) – Aubrey Dan Program in Management and Organizational Studies, Faculty of Social Science, University of Western Ontario, London, Ontario, Canada

July 2002 – June 2005: Lecturer, Marketing – Administrative and Commercial Studies Program, Faculty of Social Science, University of Western Ontario, London, Ontario, Canada

### **Academic Qualifications**

Doctor of Philosophy (Marketing), Griffith School of Business, Griffith University, Gold Coast, Queensland, Australia. Dissertation Title: "Retail Service Quality in a Transition Economy: The Case of Estonia", supervisor, Professor B. Merrilees - 2006

Masters in Business Administration (Finance/International Business), Dalhousie University, Halifax, Nova Scotia, Canada - 1990

Diploma in Business Administration, Wilfrid Laurier University, Waterloo, Ontario, Canada - 1986

Bachelor of Arts (History), McMaster University, Hamilton, Ontario, Canada - 1984

### **Research Interests**

Transition Economies (Baltic States), Service Quality, Retail Practice, Marketing and Retail History, Dark Tourism, Tourism Trail Development, Cross Cultural Research Issues, Marketing Metrics.

### **Publications**

#### **Articles in refereed publications**

McKenzie, B. (2015), "Perspectives on Retail Service Quality: Findings from the Baltic States", Journal of Eastern European and Central Asian Research, 2, 2. pp. 1-10.

Pinto, W., McKenzie, B., Charlebois, S. and Elliot, S. (2015), "To Be or Not to Be Baltic, That is the Question: An Exploration of Post-Socialist Nationalism in Collaborative Investment Place Branding", Journal of Macromarketing, 35, 1, p. 139-139.

McKenzie, B. (2014), "The Crisis in Crimea – Voices From Canada: A Qualitative Study", Special Issue on the Global Impact of the Crimean Situation, Journal of Eastern European and Central Asian Research, 1, 2, pp. 83-88.

McKenzie, B. (2014), "Lonely Planet Travel Guides, Dark Tourism and the Baltic States: A Longitudinal Study", Journal of Eastern European and Central Asian Research, 1, 2, pp. 50-51.

McKenzie, B. (2011), "Marketing of the dark: "Memento Park" in Budapest", Emerging Markets Case Studies Collection, 1, 4, pp. 1-10.

McKenzie, B. (2011), "The 1960's, the Central Department Store, and Successful Soviet Consumerism: The Case of Tallinna Kaubamaja – Tallinn's "Department Store", The International Journal of Interdisciplinary Social Sciences. 5, 9, pp. 41-48.

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## **Curriculum Vitae**

- Brou, D., Collins, K. and McKenzie, B. (2011), "Sheep and their Herders: Testing the Myth of Rational Voters, A Latvian Case Study", International Journal of Economics and Business Research, 3, 1, pp. 103-117.
- Kotri, A., and McKenzie, B. (2010), "Mass Customization and System Development: Case Findings from the Packaging Industry", Baltic Journal of Management, 5, 1, pp. 100-117.
- McKenzie, B. (2009), "A test of retail service brand extensions in Estonia: Tallinna Kaubamaja and Selver", Estonian Business Review, Number 25, pp. 89-102.
- McKenzie, B. (2009), "Does Retailer Country of Origin Effects Exist in Transition Economies? An Estonian Case Study", International Journal of Management Practice, 3, 3, pp. 226-240.
- McKenzie, B., and Merrilees, B. (2008) "Service entry strategies into a transition economy: An Estonian case study", International Journal of Business and Emerging Markets, 1, 2, pp. 124-140.
- McKenzie, B., and Merrilees, B. (2008), "Retail Value Chains - Extension and Development into Transition Economies: Stockmann in Estonia and Latvia", Baltic Journal of Management; 3, 3, pp. 309-327.
- McKenzie, B., and Merrilees, B. (2008), "Cross-Cultural Research in Transition Economies – A Marketing Perspective: From Theory to Practice", Journal of East-West Business; 14, 2, pp. 119-146.
- McKenzie, B. (2008), "Customer Relationship Management and Customer Recovery and Retention: The Case of the 407 Express Toll Route", Knowledge Management Research & Practice, 6, 2, pp. 155-163.
- McKenzie, B. (2008), "Ethnic Demographics: Retail Shopping Behaviour in Latvia", Journal of Business and Retail Management Research, 2, 2, pp. 1-11.
- McKenzie, B. (2008), "University Business Students Perceptions of Retail Shopping Behaviour: A Canadian and Estonian Comparative Study", Baltic Journal of Management, 3, 1, pp. 105-118
- McKenzie, B. (2007) "Teaching Marketing in a Transition Economy: Some personal experiences", Education, Knowledge, Economy, 1, 3, pp. 229-239.
- Merrilees, B., McKenzie, B., and Miller, D. (2007), "Culture and Marketing Strategy in Discount Retailing", Journal of Business Research, 60, 3, pp. 215-221.
- McKenzie, B. (2007), "When the Minority is the Majority: Russian and Latvian Consumer Perspectives of Retail Service", Global Business & Economics Anthology 2007, Volume 1, pp. 353-366.
- McKenzie, B. (2006), "Retail Service Quality Success Factors in Estonia: A Qualitative Approach", Baltic Journal of Management, 1, 3, pp. 352-369.
- McKenzie, B. (2004), "The Impact of Culture on Retail Service Quality Measures in Estonia", Estonian Business Review, Summer, Number 18, pp. 47-55.
- McKenzie, B. (2002), "On-line Retailing: A Canadian Perspective", Estonian Business Review. Winter, Number 13, pp. 77-81.
- Merrilees, B., Miller, D., and McKenzie, B. (2001), "Cross-Cultural Retailing Research: A Comparison of Shopping Experiences in Estonia and Canada", Journal of East-West Business, 7, 1, pp. 83-100.
- McKenzie, B. (2000), "Strategic Issue Classification in Transition Economies", Management Decision, 38, 7, pp. 453-461.

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## Curriculum Vitae

McKenzie, B. (2000), "Management Threats and Opportunities: An Estonian Case Study", Estonian Business Review, Summer, Number 11, pp. 64-67.

### Refereed conference proceedings

McKenzie, B. (2016), "Semiotics, Marketing, And City Brand Image: Tallinn, Estonia – A 20-Year Perspective", in the proceedings of the 4th EIRD (Entrepreneurship, Innovation and Regional Development) conference, Tallinn, Estonia, June.

McKenzie, B. (2016), "The Impact and Influence of Management Education In The Baltic States: A Personal Case Study", in the proceedings of the 4th EIRD (Entrepreneurship, Innovation and Regional Development) conference, Tallinn, Estonia, June.

McKenzie, B. (2016), "An Evolution of Retail Service Quality: The Retail Sector in Estonia - 1999-2014", in the proceedings of the 8th international ECEE series conference "Economic Challenges in Enlarged Europe" Tallinn, Estonia, June.

McKenzie, B. and Taylor, V. (2016), "The Use of Electronic Shelf Labels in the Retail Food Sector", ICEBMM 2016:18th Int. Conf. on Economics, Business and Marketing Management, Barcelona, Spain, February (*Awarded Best Paper*).

McKenzie, B. (2015), "Ethnic and national identity and shopping behaviour: An examination of Estonian residents and Estonian-Canadian diaspora", in Proceedings of the 10th Royal Bank International Research Seminar, John Molson School of Business, Concordia University, Montréal, Québec, September.

McKenzie, B. (2014), "The Cruise Ship Industry in Tallinn, Riga, and Klaipeda: A Qualitative Case Study" in the proceedings of the 6th international ECEE series conference "Economic Challenges in Enlarged Europe" Tallinn, Estonia, June.

McKenzie, B. (2014), "The Development of 'Trail' Tourism – Vodka and Manor Homes in Estonia", in proceedings of the International Conference on Advances in Social Science, Economics and Management, London, UK, June.

Dukeov, I. and McKenzie, B. (2013), "Retail challenges in the Russian Federation: Stockmann's department store", in Proceedings of the 9th Royal Bank International Research Seminar, John Molson School of Business, Concordia University, Montréal, Québec, September.

McKenzie, B. (2013), "The Impact of Tourism on Country Branding and Identity: The Baltic states of Estonia, Latvia, and Lithuania", in Proceedings of the 1st International Research Conference of the University of Edinburgh Business School, University of Edinburgh, Edinburgh, UK, September.

McKenzie, B. (2011), "Advertising Strategy in Pre and Post Communist Society: A Case Study of the Estonian Department Store Tallinna Kaubamaja", 7<sup>th</sup> Royal Bank International Research Seminar, John Molson School of Business, Concordia University, Montréal, Québec, September.

McKenzie, B. (2011), "Soviet Tourism in Estonia, Latvia, and Lithuania: Ethics versus Experiences", TTRA (Travel and Tourism Research Association) Europe Conference, Archamps, France, April.

McKenzie, B., Safdar, S., and Uhm, B. (2010), "Management Education and Acculturation: Findings from Estonia, Latvia, and Lithuania", 17th EDINEB: Advances in Business Education and Training: Crossing borders in Education and Work-based Learning, Thames Valley University, London, June.

McKenzie, B. (2009), "A Longitudinal Study of Department Store Performance in Estonia: Stockmann and Tallinna Kaubamaja, 1999-2009", 5<sup>th</sup> Royal Bank International Research Seminar, John Molson School of Business, Concordia University, Montréal, Québec, September.

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## **Curriculum Vitae**

McKenzie, B. (2009), "The Baltic States - (Dis)similarities in Hypermarket Practice ", 11<sup>th</sup> International Conference on Global Business and Economic Development, Bratislava, Slovak Republic, May (*Session Best Paper Award*).

McKenzie, B., Safdar, S., Uhm, B., and Chuong, K. (2009), "International Students and Management Education: Findings from Latvia" 11<sup>th</sup> International Conference on Global Business and Economic Development, Bratislava, Slovak Republic, May.

McKenzie, B. (2009), "Retail Stock-outs and Service Performance: A Baltic Perspective", IV International Conference in Management Theory and Practice: Synergy in Organisations, Tartu, Estonia, April.

McKenzie, B. (2008), "Measuring Minority Shopping Behaviour: Russians in Latvia and Francophones in Canada - A Comparative Study", 15<sup>th</sup> European Institute of Retailing and Services Studies (EIRASS) Conference, Zagreb, Croatia, July.

McKenzie, B. (2008), "The World Values Surveys and Retail Service Orientation: The Case of Estonia and Latvia", Academy of Marketing Science Cultural Perspectives in Marketing Conference, New Orleans, Louisiana, January.

McKenzie, B. (2007), "Retail Shopping Behaviour in Latvia: A Russian and Latvian Comparative Study", 4<sup>th</sup> Royal Bank International Research Seminar, John Molson School of Business, Concordia University, Montréal, Québec, September.

Merrilees, B., McKenzie, B., and Miller, D. (2007), "Cultural Convergence in Estonian Retail Marketing Strategy", 4<sup>th</sup> Royal Bank International Research Seminar, John Molson School of Business, Concordia University, Montréal, Québec, September.

McKenzie, B. (2007), "When the Minority is the Majority: Russian and Latvian Consumer Perspectives of Retail Service", Business & Economics Society International Conference, Antibes, France, July.

McKenzie, B. (2007), "The Central Department Store and the Soviet State: Tallinna Kaubamaja – Estonia's "Department Store", 13<sup>th</sup> Conference on Historical Analysis & Research in Marketing (CHARM), Durham, North Carolina, May.

McKenzie, B. (2006), "Retail Service Quality in Latvia and Estonia: The Case of the Stockmann Department Store", 15<sup>th</sup> Conference of the Academy of Business and Administrative Sciences, Vilnius, Lithuania, June.

McKenzie, B. (2006) "Multinational service entry into Transition Economies: Challenges and opportunities", 15<sup>th</sup> Conference of the Academy of Business and Administrative Sciences, Vilnius, Lithuania, June.

McKenzie, B. (2005), "Customer Relationship Management and Customer Recovery and Retention: The Case of the 407 Express Toll Route", in Proceedings of the 3<sup>rd</sup> Annual Symposium on Supply Chain Management, Toronto, September.

Merrilees, B., McKenzie, B., and Miller, D. (2005), "Culture and Marketing Strategy in Discount Retailing", in Proceedings of the 3<sup>rd</sup> Royal Bank International Research Seminar, John Molson School of Business, Concordia University, Montréal, Québec, September.

McKenzie, B. (2005), "Retail Service Quality Measures and Culture: An Estonian Case Study", in Proceedings of the AIB (Academy of International Business) Annual Conference, Quebec City, July.

McKenzie, B., Merrilees, B., and Miller, D. (2005), "Estonia and Canada: Contrasts in Retail Service Quality", in Proceedings of the World Marketing Congress, Muenster, Germany, July.

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## **Curriculum Vitae**

McKenzie, B. (2005), "Retail stockouts: An Estonian case study", in Proceedings of the International Business Association Conference, Vancouver, May.

McKenzie, B. (2004), "Consumer response to retail stockouts: An Estonian case study", in Proceedings of the 2<sup>nd</sup> Annual Symposium on Supply Chain Management, Toronto, September.

McKenzie, B. (2004), "Retailer Country of Origin Effects in Estonia: A Longitudinal Study", in Proceedings of the 3<sup>rd</sup> International Conference on Business in Transition Economies, Stockholm School of Economics in Riga, Latvia, September.

McKenzie, B., Merrilees, B., and Wong, H. (2004), "Retailer Nationality: Country of Origin Effects in a Transition Economy", in Proceedings of the Academy of World Business Marketing and Management Development (AWBMAMD), Gold Coast, Australia, July.

McKenzie, B. (2003), "Retail Service Quality in Estonia: An Exploratory Study in Scale Development", in Proceedings of the 2<sup>nd</sup> Royal Bank International Research Seminar, John Molson School of Business, Concordia University, Montréal, Québec, September.

McKenzie, B., and Merrilees, B. (2003), "Retail Service Quality in Transition Economies: An Exploratory Study", in Proceedings of the World Marketing Congress, Marketing Across Borders and Boundaries, Perth, Western Australia, June.

McKenzie, B. (2002), "A Proposed Model of Retail Discount Pricing Strategies in Transition Economies: An Economic Anthropology Perspective". in Proceedings of the Australia and New Zealand Academy of Management/International Federation of Scholarly Associations of Management (ANZAM/IFSAM) Conference, Griffith University, Gold Coast, Queensland, July.

Merrilees, B., Miller, D., and McKenzie, B. (2001), "Measuring Department Store Service Quality in an Emerging Market: An Estonian Case Study", in Proceedings of the 1<sup>st</sup> Royal Bank International Research Seminar, John Molson School of Business, Concordia University, Montréal, Québec, September.

Heeler, R., and McKenzie, B. (1998), "Retail Price Promotion and Regular Price Purchases: A Replication", in Proceedings, of the Atlantic Schools of Business Conference, Acadia University, Wolfville, Nova Scotia, October.

### **Additional conference proceedings and presentations**

McKenzie, B. (2016), "Retail Service Quality in Estonia: 1999-2014 – A Longitudinal Study", 25<sup>th</sup> Conference on Baltic Studies, Pennsylvania University - Philadelphia, PA, May.

McKenzie, B. (2015), "The KGB 'Corner House' in Riga: Darkness and Light", 46th TTRA International conference, Portland, June.

McKenzie, B. (2014), "Lonely Planet Travel Guides, Dark Tourism and the Baltic States: A Longitudinal Study", Institute of Eastern Europe and Central Asia (IEECA) International Business Conference, Vienna, Austria, October.

McKenzie, B. (2014), "The Marketing of a Siege - Leningrad vs. Sarajevo: Education Through the Memorializing of Death and Despair", 8<sup>th</sup> Tourism Education Futures Initiative (TEFI), University of Guelph, Guelph, June.

McKenzie, B. (2014), "Why National Group Museums Matter: The Case of the Museum of Estonians Abroad (VEMU) in Canada", 19<sup>th</sup> Conference of the Finno-Ugric Studies Association of Canada, Congress of the Humanities and Social Sciences Federation of Canada, Brock University, St. Catharines, May.

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## **Curriculum Vitae**

McKenzie, B. (2014), "Vodka and the Business Implications of Its Production and Marketing in Estonia", 19<sup>th</sup> Conference of the Finno-Ugric Studies Association of Canada, Congress of the Humanities and Social Sciences Federation of Canada, Brock University, St. Catharines, May.

McKenzie, B. (2012), "Heritage or Commerce? Vodka and Its Role in Estonian Culture", 18<sup>th</sup> Conference of the Finno-Ugric Studies Association of Canada, Congress of the Humanities and Social Sciences Federation of Canada, Wilfrid Laurier University, Waterloo, May.

McKenzie, B. (2012), "What's in a Name? Country Branding in Estonia, Latvia, and Lithuania", 23<sup>rd</sup> Conference on Baltic Studies, University of Illinois - Chicago, Chicago, IL, April.

McKenzie, B. (2011), "Category Management Education and Practice in Catching Up Economies: An Estonian Case Study", 9<sup>th</sup> International Symposium on Supply Chain Management – Toronto, ON, September.

McKenzie, B. (2011), "Vodka Tourism in Estonia: Cultural Identity or Clearly Commerce?", Travel and Tourism Research Association (TTRA) International Conference – London, ON, June.

McKenzie, B. (2011), "Retail Service Quality in Estonia, Latvia, and Lithuania: Comparisons and Contrasts", American Collegiate Retailing Association (ACRA) Annual Conference – Boston, MA March.

McKenzie, B. (2010), "The 1960's, the Central Department Store, and Successful Soviet Consumerism: The Case of Tallinna Kaubamaja", International Conference on Interdisciplinary Social Sciences, Cambridge, UK, August.

McKenzie, B. (2010), "Tallinna Kaubamaja – 1960-2010: Fifty Years as "Tallinn's Department Store", 17<sup>th</sup> Conference of the Finno-Ugric Studies Association of Canada, Congress of the Humanities and Social Sciences Federation of Canada, Concordia University, Montreal, May.

McKenzie, B. (2010), "Remembrance versus Nostalgia: 'Dark' Tourism in the Baltic States", 22<sup>nd</sup> Conference on Baltic Studies, Washington University, Seattle, WA, April.

McKenzie, B. (2009), "Conscience to Commerce: 'Soviet' Tourism in Estonia, Latvia, and Lithuania" TTRA Canada Conference, Guelph, October.

Safdar, S., Chuong, K., McKenzie, B., and Uhm, B. (2009), "A Qualitative Study on International Students in Canada and Three Baltic Countries" International Association of Cross-Cultural Psychology, Cameroon, August.

McKenzie, B. (2009), "Tallinna Kaubamaja – Estonia's "Department Store": A Tale of Estonian or Soviet Retail Success?", 16<sup>th</sup> European Institute of Retailing and Services Studies (EIRASS) Conference, Niagara Falls, Canada, July.

Li, J., McKenzie, B., Aung, M. and Miller, D. (2009), "Private Label and National Brands: A Comparative Case Study of Canadian Tire", 16<sup>th</sup> European Institute of Retailing and Services Studies (EIRASS) Conference, Niagara Falls, Canada, July.

Safdar, S., Chuong, K., McKenzie, B., and Uhm, B. (2009), "Acculturation of international students in Canada and the Baltic Regions: A Qualitative Approach", 11<sup>th</sup> European Congress of Psychology, (poster session), Oslo, July.

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## Curriculum Vitae

Chuong, K., Safdar, S., McKenzie, B., and Uhm, B. (2009), "Acculturation of international students studying business programs in Canada and the Baltic regions", 2009 Annual Convention of the Canadian Psychological Association, (poster session), Montréal, Québec, June.

McKenzie, B. (2008), "From Soviet to Selver: Tallinna Kaubamaja - 'Estonia's Department Store', and its role in Shaping of Estonia's Retail Sector", 21<sup>st</sup> Conference on Baltic Studies, Indiana University, Bloomington, IN, May/June.

McKenzie, B. (2007), "The World Values Surveys and Retail Service Management: A Baltic Consumer Perspective", Business & Economics Society International Conference, Antibes, France, July.

Collins, K. and McKenzie, B. (2006), "Retail Shopping in Latvia: A Government and Consumer Perspective", 20<sup>th</sup> Conference on Baltic Studies, George Washington University, Washington, DC, June.

McKenzie, B. (2006), "Tallinna Kaubamaja and Selver: Retail Brand Extensions in Estonia", 20<sup>th</sup> Conference on Baltic Studies, George Washington University, Washington, DC, June.

McKenzie, B. (2006), "Human Beliefs and Values on Changing Service Expectations in Estonia", 15<sup>th</sup> Conference of the Finno-Ugric Studies Association of Canada, Congress of the Humanities and Social Sciences Federation of Canada, York University, Toronto, May.

McKenzie, B. (2005), "The "Ontario: A Leader in Learning" Report: Higher Education in Ontario: A Meta Review". International Conference: Educational Economics, Tartu University, Tartu, Estonia, August.

McKenzie, B. (2005), "Slavic vs. Baltic Cultural Values and Service Quality: A Comparative Perspective". Congress of the Humanities and Social Sciences Federation of Canada, University of Western Ontario, London, Ontario, May.

McKenzie, B. (2004), "Retailer Nationality: Country of Origin Effects in Estonia", 19<sup>th</sup> Conference on Baltic Studies, University of Toronto, Toronto, Ontario, June.

McKenzie, B., (2002), "Retailing Practices in Estonia: A Critical Review". 18th Conference on Baltic Studies, Johns Hopkins University, Baltimore, Maryland, June.

McKenzie, B. (2001), "Internationalization and the Location Decision - Call Centres in New Brunswick: An Empirical Investigation". Administrative Science Association of Canada Conference, University of Western Ontario, London, Ontario, May.

McKenzie, B. (2000), "Business Education in the Former Soviet Union: A Comparative Review". Administrative Science Association of Canada Conference, Université du Québec a Montréal, Montréal, Québec, July.

McKenzie, B. (1999), "Discerning Threats and Opportunities: A Replication - The Case of a Transition Economy". International Business and Economics Conference, St. Norbert College, Green Bay, Wisconsin, October.

McKenzie, B. (1998), "The Impact of Foreign Department Stores on National Identity: The Case of Estonia". IGU Conference, Ryerson University, Toronto, Ontario, December.

### Industry publications

McKenzie, B. (2015), "Kanada oma maiuspala" (World Flavours of Canada), Oma Maitse (Your Taste), February, pp. 92-93.

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## Curriculum Vitae

McKenzie, B. (2014), "When is Estonian Vodka not Estonian Vodka? When it is 'Estonian' Vodka", Eesti Elu (Estonian Life), September 5.

McKenzie, B. (2013), "Over 'ere the boys come to the game stripped", Guelph Mercury, May 10

McKenzie, B. (2012), "Hockey Night in Turku", Guelph Mercury, November 20, p. B5

McKenzie, B. (2011), "Hotel's top floor was a spy post: Tallinn's KGM Museum offers insights into the Soviet era", Kitchener Record, March 26

McKenzie, B. (2010), "Kanada toidukultuuri saadikud" (Canadian Food Diplomacy), Eesti Ekspress (Estonian Express), September 18, p. 51

McKenzie, B. (2010), "Pool sajandi kaupsi" (Half Century of Shopping), Keskus Kultuur (Cultural Centre), June, pp. 37-39

McKenzie, B. (2010), "Tallinna Kaubamaja – 1960-2010: Fifty Years as "Tallinn's Department Store", The Retail Digest, Spring, pp. 14-21

McKenzie, B. (2010) "Kilde Kaubamajade Ajaloost" (Fragments of Tallinn's Department Store History), pp. 24-25; "Tagasi Läände, Tagasis Euroopasse" (Back to the West, Back to Europe), pp. 104-105; in S. Maasikamäe, ed., 50 aastat Kaubamaja (50 Years of Tallinn's Department Store), Menu Kirjastus, Tallinn, Estonia

Aripaev (Business Day) "Ekspert: marketite rohkus ajab Eesti hinnad kõrgeks" (Expert: Marketing drives the abundance of high prices in Estonia) – January, 20th, 2010, pg. 10.

McKenzie, B. (2009), "A Tale of Two Cities: Hypermarket Pricing in Tallinn and Vilnius", The Retail Digest, Autumn, pp. 38-45.

McKenzie, B. (2007), "Department Store Shopping Behaviour in Estonia and Latvia: A Comparative Study", European Retail Digest, Summer, 54, pp. 25-31.

McKenzie, B. (2004), "Retailer Country of Origin Effects in Estonia: A Longitudinal Study", European Retail Digest, Summer, 42, pp. 20-23.

McKenzie, B. (1999), "The Impact of Foreign Department Stores on National Identity: The Case of Estonia", in International Retailing in Europe, editor Ken Jones, CSCA publications.

### **Invited Research Presentations/Workshops**

University of Stirling, Stirling, Scotland, "The Use of Electronic Shelf Labels in The Retail Food Sector: Insights from Canada", presentation to Faculty and Retailing Graduate students, April 13<sup>th</sup>, 2016.

Stockholm School of Economics – Russia, Saint Petersburg, Russia, "Marketing Strategies of International retailers: A Canadian Perspective", Public Lecture, November 27<sup>th</sup>, 2015.

Stockholm School of Economics – Russia, Saint Petersburg, Russia, "Shopper Marketing: What We Know and Don't Know", Public Lecture and Webinar, November 26<sup>th</sup>, 2014.

Tartu College, Toronto, Ontario, "Dark Tourism in Estonia: Attractions and Atrocities", Public Lecture, November 20<sup>th</sup>, 2014.

Efficient Consumer Response (ECR) Europe, "Shopping Behaviour and Retail Service Quality: 1999 – 2014", Online Presentation/Webinar, November 11<sup>th</sup>, 2015.



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Baltic Management Development Association, annual conference, Riga, Latvia. Invited Team Leader, May 9<sup>th</sup>, 2014.

Modriku Lääne-Viru College, Tallinn, Estonia, “(R)evolution of Retailing”, workshop for students, faculty, and Estonian retailers, December 16<sup>th</sup>, 2013.

Tartu College, Toronto, Ontario, “Vodka in Estonia: A Social, Political, Economic, and Cultural History”, Public Lecture, November 6<sup>th</sup>, 2013.

Lithuanian Government, “What's in a name: Country Branding in Lithuania, Latvia and Estonia”, presentation to representatives of various ministries of the Lithuanian Government, June 5<sup>th</sup>, 2013.

University of Stirling, Stirling, Scotland, “Retail Landscape in Transition: The Case of the Baltic States”, presentation to Retailing Graduate students, April 11<sup>th</sup>, 2013.

Tartu College, Toronto, Ontario, “Tallinna Kaubamaja: from Communism to Capitalism The History of Estonia's Department Store”, Public Lecture, November 7<sup>th</sup>, 2012.

Tallinn University of Technology, Tallinn School of Economics and Business Administration, Tallinn, Estonia, “Shopper Marketing: Retail Science vs. Retail Strategy - or Something In Between”, Public Lecture, October 23<sup>rd</sup>, 2012.

Estonian Business School, Tallinn, Estonia, “Consumer Behaviour and Retail Shopping Theory and Practice”, open presentation to students and faculty, October 22<sup>nd</sup>, 2012.

Modriku Lääne-Viru College, Tallinn, Estonia, “Uute koostöömudelite rakendamine kaubandusökonoomika õppekava arendamisel” (“New cooperation models in Retail Economics and curriculum development”), workshop for students and Estonian retailers, August 26<sup>th</sup>, 2011.

Estonian Business School, Tallinn, Estonia, “Country/Destination Branding: ‘Dark’ Tourism in the Baltic States”, open presentation to students and faculty, September, 7<sup>th</sup>, 2010.

Tartu University, Tartu, Estonia, “Shopping Behaviour in Estonia: A Decade of Change – 1999-2009”, presentation to Marketing Doctoral students, May, 18<sup>th</sup>, 2010.

Tartu University, Tartu, Estonia, “Conscience to Commerce: ‘Soviet’ Tourism in Estonia, Latvia, and Lithuania”, presentation to Marketing Doctoral students, May, 18<sup>th</sup>, 2010.

Modriku Lääne-Viru College, Lääne-Virumaa, Estonia “Category Management: Consumer and Retailer Perspectives”, presentation to students and faculty, May 17<sup>th</sup>, 2010.

Baltic Management Development Association, annual conference, Riga, Latvia. Invited Team Leader, May 13<sup>th</sup> - 14<sup>th</sup>, 2010.

Tallinn University of Technology, Tallinn School of Economics and Business Administration, Tallinn, Estonia, “Shopping Behaviour in Estonia: A Decade of Change”, Public Lecture, December 11<sup>th</sup>, 2009.

University of Oxford, Saïd Business School, Institute of Retail Management, Oxford, England, “From Bear, to Tiger, to Lamb: The Changing Retail Landscape in Estonia, Latvia, and Lithuania”, Public Lecture, December 7<sup>th</sup>, 2009.

BalticStudyNet, “Promoting Baltic Sea Region Higher Education worldwide: BalticStudyNet 2005–2009”, International Conference at the University of Latvia in Riga, Latvia, Invited Panellist and Program reviewer, November 12<sup>th</sup> – 14<sup>th</sup>, 2009.

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BalticStudyNet, "The Baltic Sea Region and Its Higher Education Sector", Second Workshop for Multipliers, Turku/Finland, Gdansk/Poland, Invited Participant, June 23<sup>rd</sup> – 29<sup>th</sup>, 2009.

ISM University of Management and Economics, Vilnius, Lithuania, "Customer Expectations, Cultural Influences, and Retailer Performance: Findings from Estonia, Latvia, and Lithuania", Public Lecture, April 16<sup>th</sup>, 2009.

Baltic International Centre for Economic Policy Studies (BICEPS), Riga, Latvia, "Comparisons and Contrasts in Shopping Behaviour and Retail Service Delivery: A Baltic State Perspective", seminar series, September 4<sup>th</sup>, 2008.

Estonian Traders Association (Eesti Kaupmeeste Liit), Tallinn, Estonia, "Category Management: From Theory to Practice", presentation to Estonian retailers, and association members, May, 5<sup>th</sup>, 2008.

Estonian Traders Association (Eesti Kaupmeeste Liit)/Tallinn City Enterprise (Tallinna Ettevõtlusamet), Tallinn, Estonia, "Retail Service Delivery", presentation to Estonian retailers, and association members, April, 19<sup>th</sup>, 2007.

University of Guelph, Guelph Ontario, "When the Minority is the Majority: Russian and Latvian Consumer Perspectives of Retail Service", presentation to Faculty and Graduate Students of the Department of Marketing and Consumer Studies, February 2<sup>nd</sup>, 2007.

ISM University of Management and Economics, Vilnius, Lithuania, "Baltic States: Retail Service Quality Research", presentation to Faculty and Doctoral Students, June 8<sup>th</sup>, 2006.

Stockholm School of Economics: Riga, Latvia (SSE Riga), Riga, Latvia, "The Marketing and Finance Interface" workshop for SSE Riga Executive Education, May 16<sup>th</sup>, 2006.

Estonian Traders Association (Eesti Kaupmeeste Liit), Tallinn, Estonia, "Estonian Retail Service Quality Research Findings", presentation to Estonian retailers, and association members, August, 25<sup>th</sup>, 2005.

Stockholm School of Economics: Riga, Latvia (SSE Riga), Riga, Latvia, "Customer Retention and Recovery", workshop for SSE Riga Executive Education, August, 23<sup>rd</sup>, 2005.

Stockholm School of Economics: Riga, Latvia (SSE Riga), Riga, Latvia, "Retail Service Quality: International Perspectives", presentation to SSE Riga students and alumni, September 6<sup>th</sup>, 2004.

Estonian Traders Association (Eesti Kaupmeeste Liit), Tallinn, Estonia, "Retail Service Issues", presentation to Estonian retailers, and association members, August, 21<sup>st</sup>, 2003.

Estonian Business School (EBS), Tallinn, Estonia, "Measuring Retail Service Quality: A Cross Cultural Comparison", presentation to EBS undergraduate and MBA students, February, 26<sup>th</sup>, 2003.

### Book

McKenzie, B. (2010), The Internationalization of Retail Service Quality, VDM Verlag, Saarbrücken, Germany.

### Book Chapter

McKenzie, B., Dukeov, I. and Vadim I. (Accepted), "When The Subsidiary Leads Expansion: From Russia to Belarus and Beyond", in The Challenges for BRIC Multinationals, editors R. van Tulder, A. Verbeke, J. Carneiro and M.A. Gonzalez-Perez, Emerald Group Publishing.

McKenzie, B. (Forthcoming), "Death as a Commodity: The Retailing of Dark Tourism", in The Palgrave Handbook of Dark Tourism Studies, editors P. Stone, R. Hartmann, T. Seaton, R. Sharpley, and L. White, Palgrave Macmillan.

# Brent McKenzie, MBA, PhD

## Curriculum Vitae

McKenzie, B. (Forthcoming), "Who Owns "Brand Estonia"? The Role of Residents and the Diaspora", in Commercial Nationalism: Selling the National Story in Tourism and Events, editor L. White, Channel View.

McKenzie, B. and M. Bass (2016), "The Marketing of a Siege: Leningrad vs. Sarajevo- memorializing death and despair", in Death in a Consumer Culture, editor S. Dobscha, Routledge Publishing, pp. 30-42.

McKenzie, B., and I. Dukeov (2014), "Retail Strategy and Policy in Russia", in Retailing in Emerging Markets: A Policy and Strategy Perspective, editors M. Mukherjee, R. Cuthbertson, and E. Howard, Routledge Publishing, UK, pp. 176-199.

McKenzie, B. (2013), "Soviet Tourism in the Baltic States: Remembrance versus Nostalgia – Just Different Shades of Dark?", in Dark Tourism and Place Identity (Contemporary Geographies of Leisure, Tourism and Mobility), editors L. White and E. Frew, Routledge Publishing, NY, pp. 115-128.

McKenzie, B. (2012), "20 Year's On - Retailer Advertising During and Since the Fall of the Soviet Union", in The Handbook of Research on International Advertising, editor S. Okazaki, Edward Elgar Publishing, UK, pp. 179-197.

McKenzie, B. (2009), "Baltic Tiger or Wounded Lion - Retail Trade and Shopping Behaviour in Estonia, Latvia, and Lithuania", in Handbook of Business Practices and Growth in Emerging Markets, editor, S. Singh, World Scientific Publisher, Singapore, pp. 181-200.

### Book Reviews

McKenzie, B. (2012), "Branding Post-Communist Nations: Marketizing National Identities in the 'New' Europe", editor, N. Kaneva, Journal of Baltic Studies.

McKenzie, B. (2002), "International Franchising in Emerging Markets: Central and Eastern Europe and Latin America", editors, D.H.B. Welsh and I. Alon, International Journal of Service Industry Management, 13, 3/4, pp. 303-308.

### Teaching Cases

McKenzie, B. (2007), "Inforesight: Leveraging the Potential of a 'Hot' New Product"; "What's in a Name? Dirty Laundry Vineyards and Frog's Leap Winery"; "Shaking Things Up! Reigniting Sales at

Flairco Inc.". In support of Basic Marketing: A Global-Managerial Approach 12<sup>th</sup> Canadian Edition, Perreault Jr., W.D., McCarthy, E.J., Meredith, L, and Ricker, L. McGraw-Hill Ryerson.

### Teaching Experience

Sep. 2007 - present **University of Guelph, Guelph, Ontario**

Courses taught:

- Marketing Strategy
- International Marketing
- Advanced Marketing
- Dark Tourism (First Year Seminar)
- Marketing Management (MSc)
- Qualitative Research Methods (MSc)
- Theory of Management (PhD)
- Global Business Today (MBA – Distance Education)
- Readings Courses (Sports Marketing; Advanced Dark Tourism)

May - June 2013 **ISM University of Management and Economics, Vilnius, Lithuania**

Apr. - May 2008 (visiting) International Consumer Behaviour (MSc)

March 2013 **KEDGE Business School (Euromed Management), Luminy, France**  
Dark Tourism (International Seminar Program)

# Brent McKenzie, MBA, PhD

## Curriculum Vitae

- Jan. 2011  
(visiting) **Modriku Lääne-Viru College, Lääne-Virumaa, Estonia**  
Category Management (Commercial Economics Program)
- Feb. 2009 – Apr. 2009  
(visiting) **Tartu University, Tartu, Estonia**  
- International Consumer Behaviour and Culture (Baltic Studies Program)
- Sep. 2008 – Dec. 2008  
(visiting) **DeGroot School of Business, McMaster University, Hamilton, Ontario**  
- Strategic Marketing Analysis (MBA)
- Sep. 2006 – Apr. 2007 **University of Western Ontario, London, Ontario**  
- Marketing for Management and Organizational Studies  
- International Consumer Behaviour and Culture
- Sep. 2002-Apr. 2006 **University of Western Ontario, London, Ontario**  
- Marketing for Administrative and Commercial Studies
- May 2006  
(visiting) **Stockholm School of Economics: Riga, Riga, Latvia**  
- Introductory Marketing
- Feb. 2005  
(visiting) **Stockholm School of Economics: Riga, Riga, Latvia**  
- Introductory Marketing
- July 2002 – Apr. 2003 **University of Western Ontario, London, Ontario**  
- Operations Management for Administrative & Commercial Studies
- Apr. – 1999  
(visiting) **Estonian Business School, Tallinn, Estonia**  
- Consumer Behaviour
- Jan. 1998 - Apr. 1999 **Schulich School of Business, York University, Toronto, Ontario**  
- Marketing Management (MBA)  
Consumer Behaviour/Organizational Buying Behaviour (MBA)

### **Service Activities**

- May 2016 – Present - Member of Research Ethics Board (REB) - representative of CBE
- June 2015 – May 2016 - Alternate member of Research Ethics Board (REB) - representative of CBE
- August 2014 – Present – College T&P Committee - MCS
- August 2013- 2015 – Departmental Graduate Applications Committee - MCS
- Sept. 2011 – May 2012 – Marketing Management, Co-op Advisor - MCS
- Jan. 2011 – present – OGS assessment panel member – International Studies
- Jan. 2011 – 2015 – Member of CME MBA Program committee
- July 2009 – May 2011 – Member of the MCS department Tenure & Promotion committee
- Nov. 2010 – May 2011 - Judge, phase 2, Canada's Next Top Ad Exec, McMaster University
- July 2009 – Jan. 2011 – MCS representative to the MBA development group
- Jan. 2008 – present – CME representative to the European Studies program
- Jan. – Mar. 2008 – Member of the REH hiring committee
- Jan. 2007 – July 2007 – Member of the Management and Organizational Studies research awards committee: to review and award faculty program research rewards.
- Sept. 2006 – July 2007 – Member of the Management and Organizational Studies Director search committee: to develop a process for the recruitment and hiring of a new program director.
- Sept. 2006 – Apr. 2007 – Member of the Management and Organizational Studies logo committee: the development and implementation for logo for the Aubrey Dan Program in Management and Organizational Studies Program.
- Sept. 2006 – July 2007 – Member of the Management and Organizational Studies space committee: to determine expansion and retrofit of program, faculty office, and administration staff, work space.

# Brent McKenzie, MBA, PhD

## Curriculum Vitae

- Jan. 2006 – May 2006 - Management and Organizational Studies coordinator with UWO Communications and Public Affairs department for program name change and related “named” merchandise
- Jan. 2006 – July 2006 - Member of the ad-hoc Management and Organizational Studies faculty research fund committee: the committee was charged with developing a means for awarding endowed research funds.
- Sept. 2005 – Aug. 2006 - Member of the Bachelor of Administrative and Commercial Studies curriculum committee: to review and determine course additions, deletions, and alterations to program course content.
- Sept. 2004 – Aug. 2005 - Member of the Bachelor of Administrative and Commercial Studies curriculum committee: to review and determine course additions, deletions, and alterations to program course content.

### Administrative Positions

- Associate Editor Journal of Eastern European and Central Asian Research
- Regional Editor – Eastern Europe International Journal of Business and Emerging Markets
- Member of the Editorial Advisory Board of the Baltic Journal of Management
- Member of the Editorial Board of the Journal of Management and Change
- Member of the Editorial Board of the Journal of Education, Knowledge & Economy (2007-2012)
- Manuscript referee:
  - Consumption Markets & Culture (2016)
  - Journal of Business Research (2008 - present)
  - Journal of Eastern European and Central Asian Research (2013-present)
  - International Journal of Business and Emerging Markets (2014-present)
  - International Review of Retail, Distribution and Consumer Research (2012-present)
  - International Journal of Management Practice (2007 – present)
  - Baltic Journal of Management (2006 - present)
  - Royal Bank International Research Seminar (2003, 2005, 2007, 2009, 2010, 2011, 2013, 2015, 2016)
  - International Journal of Business and Emerging Markets (2009)
  - Administrative Science Association of Canada (2009)
  - Conference on Historical Analysis and Research in Marketing (2009)
  - IV International Conference in Management Theory and Practice (2009)
  - International Journal of Management Practice (2008)
  - Academy of International Business (2005 - present)
  - International Business Association (2005)
  - Western Decision Science Institute (2003-2004)
  - Administrative Science Association of Canada (2005)
  - Annual Symposium on Supply Chain Management (2004, 2005)
  - Management Decision (2004)
  - The third international conference on international business in transition economies (2004)
  - World Marketing Congress (2005)
  - Faculty procession – University of Guelph Spring Convocation (2011, 2012, 2014, 2015)
  - Faculty procession – University of Guelph Winter and Spring Convocation (2008)
  - Faculty usher – University of Western Ontario Spring Convocation (2005, 2007)
  - Faculty academic advisor – University of Western Ontario Football team (Sept. 2006 – July 2007)
  - Faculty advisor – Summer Academic Orientation program (2004, 2005, 2006)
  - Faculty advisor to AIESEC Western: “Selling” presentation to AIESEC membership (2003, 2004)
  - Faculty volunteer for departmental open houses (fall, 2004, 2006; spring 2003, 2004, 2005, 2006)
  - Faculty volunteer for the “intent to register” program (2004, 2005)

# Brent McKenzie, MBA, PhD

## Curriculum Vitae

### **Academic Memberships**

Association for the Advancement of Baltic Studies (AABS)

European Marketing Academy (EMAC)

### **Research Grants/Awards**

2016	Internal SSHRC Conference Travel Grant (\$1500 – to assist with participation in the 8th international ECEE series conference; 4th EIRD conference; 2nd KITAB conference, all in Tallinn, Estonia)
2016	Emerald Literati Network Awards for Excellence: Outstanding Reviewer Award, Baltic Journal of Management
2016	Undergraduate Research Assistantship Program (\$6552 - to fund hiring of a research assistant to conduct research on "Craft Distilling: A Marketing Exploration")
2014	Internal SSHRC Conference Travel Grant (\$680 – to assist with participation in the 6 <sup>th</sup> international ECEE series conference "Economic Challenges in Enlarged Europe" Tallinn, Estonia)
2014	Longo's Research Partnership Grant (\$17,950 – to fund research on the use of Electronic Shelf Labeling)
2013/2014	Academic Research Fellow – Estonian Studies Centre (\$2,500 per year)
2013	Internal SSHRC Conference Travel Grant (\$1,000 – to assist with participation in the 1 <sup>st</sup> International Research Conference, University of Edinburgh, Edinburgh, UK)
2011/2013	Internal SSHRC General Research Grant (\$4,146 – to fund travel to conduct interviews and gather research materials on trail tourism development in Estonia)
2012	University of Guelph/College of Management and Economics (\$12,000 – to fund Undergrad Research Assistant)
2010/2012	Internal SSHRC General Research Grant (\$2,902 – to fund travel to conduct interviews and gather research materials on dark tourism in Hungary)
2011	Internal SSHRC Conference Travel Grant (\$700 – to assist with participation in the TTRA Europe Conference in Archamp, France)
2010	College of Management and Economics (\$7,500 – to fund Undergrad Research Assistant)
2010	Internal SSHRC Conference Travel Grant (\$900 – to assist with participation in the International Conference on Interdisciplinary Social Science at Cambridge, UK)
2010	Estophilus Scholarship: Estonian Institute; (40,000 EEK – to fund research on Estonian retail sector and deliver research seminars to Doctoral students at the University of Tartu, Tartu, Estonia)
2009/2010	Emerging Scholars Grant: Association for the Advancement of Baltic Studies; (\$4,000 USD – to travel to Estonia/Latvia/Lithuania to research 'Dark' Tourism in the Baltic States and Its Impact on Country Branding)
2009/2010	Internal SSHRC General Research Grant (\$2,929 – to fund travel to conduct interviews and gather additional research materials for study of Estonia department store Tallinna Kaubamaja)
2008/2009	SSHRC International Opportunities Fund – Special Research Call in Management, Business & Finance Program, co-investigator with Saba Safdar, Department of Psychology, University of Guelph (\$47,014 – cross-cultural research on international students studying business in Canada, Estonia, Latvia, Lithuania)
2008/2009	Erasmus Mundus Programme - School of Slavonic and East European Studies, University College London (€13,000 - to conduct archival research on Estonian retail trade, and develop and deliver research seminars at the University of Tartu, Tartu, Estonia)

# **Brent McKenzie, MBA, PhD**

## **Curriculum Vitae**

April 2007	Faculty of Social Science Alumni Research Award; (\$2,148 – to conduct archival research on Soviet era retailing in Estonia)
April 2007	SSHRC Internal Travel Competition; (\$1,510 - to attend the Business & Economics Society International Conference, Antibes, France, July, 2007)
2006/2007	Emerging Scholars Grant: Association for the Advancement of Baltic Studies; (\$2,840 – to travel to Estonia to research the history of the Estonian department store Tallinna Kaubamaja)
April 2006	SSHRC Internal Travel Competition (\$1,951 – to attend the 15th Conference of the Academy of Business and Administrative Sciences, Vilnius, Lithuania, June, 2006)
October 2004	SSHRC Internal Travel Competition (\$1,708 – to attend the 3rd International Conference on Business in Transition Economies, Stockholm School of Economics in Riga, Latvia, September, 2004)
April 2003	Faculty of Social Science Alumni Research Award (\$3,900 - to fund service quality research in Estonia)
Jan. 2003	Dean's Grant, Bachelor of Administrative and Commercial Studies (\$1,400 – to fund field research in Estonia)
April 2003	Dean's Grant, Bachelor of Administrative and Commercial Studies (\$1,390 – to fund field research in Estonia)

### **Industry Experience**

January 1996 to 2002: Self Employed: Business Consulting Practice

Work Focus: Business Analysis, Project Management, Research and Operational Improvement

### **Major Clients:**

Canadian Tire Corporation, Limited, Toronto, Ontario; LXLI International Limited, Toronto, Ontario; Estonian Management and Acquisition Firm, Tallinn, Estonia

### **Overview of Consulting Projects:**

- The creation of a master project plan to track and monitor all current and future business projects for a key business division
- The development of marketing, research and consulting strategies for a small engineering firm, including the writing of proposals, research reports, and competitive industry analysis in support of business development activities
- The marketing research, operational analysis and financial review of potential business acquisitions for an international, Estonian based, management firm
- The research and development of a business plan to enable the consolidation of geographically dispersed automotive order desks into a one site call centre solution
- The management of a project team to improve the flow of product from offshore vendors
- The management of a project team of Industrial Engineers and Business Analysts in the identification and elimination of non-value added practices

Jan. 95 – Dec. 95      Canadian Tire Corporation Ltd., Toronto, Ontario  
Department: Logistics  
Title: Project Leader

- Managed the development and implementation of a Vendor Relations program to ensure on-time, complete shipments of product orders
- Responsibilities included the direct management of three logistics analysts in the administration and ongoing compliance of the vendor performance program
- The lead role in the research and project plan development of a Vendor Relations program to support the implementation of Logistics Business Re-engineering processes

May 92 – Dec. 94      Canadian Tire Corporation Limited, Toronto, Ontario  
Department: Treasury  
Title: Senior Treasury Analyst

## **Brent McKenzie, MBA, PhD**

### **Curriculum Vitae**

- Responsible for the management of the Corporation's short-term cash requirements, including the administration of a Commercial Paper program and investment portfolio
- The successful implementation of an automated cash tracking and forecasting system that resulted in a 50% improvement in work productivity, and a decrease in unutilized daily cash balances

July 91 – Apr. 92                      Canadian Tire Corporation Limited, Toronto, Ontario  
Department: Corporate Planning  
Title: Project Analyst

- Responsible for the financial analysis of corporate capital purchases, and subsequent financing alternatives
- Additional activities included the preparation of weekly and monthly financial reports for Senior Management

Oct. 90 – July 91                      Northern Telecom Limited (Nortel), Mississauga, Ontario  
Department: Finance  
Title: Specialist, Banking Services

- Responsible for the administration of the company's Letter of Credit program for offshore product sourcing and related Foreign Exchange activities, including special projects relating to corporate banking and treasury operations

Apr. 89 – Sept. 89                      Royal Bank of Canada, Toronto, Ontario  
Department: Corporate Marketing  
Title: Marketing Research Analyst

- Researched, developed and presented an industry report on Corporate Banking activities in Canada, in support of the Corporate Marketing business unit

#### **Contact Details:**

University of Guelph  
Department of Marketing and Consumer Studies  
College of Business and Economics  
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