

CHARLES SCOTT RADER, PHD

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CURRICULUM VITA



Fall 2020 Spring 2021

Contact

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Western Carolina University
College of Business, Department of Marketing, Entrepreneurship,
Sales, and Hospitality & Tourism

SCOTT RADER

Kim, Sora and **Scott Rader** (2010)
Much They Care: Assessing Corporate Communications Strategies on
Journal of Communication Management, Vol 14,
Issue 1, pp. 59-80.

Book Chapters
(Peer-Reviewed)

Lanier, Clinton D., **Scott Rader**, and Aubrey Fowler III (2015),
Ambiguity and Fandom: The (Meaningless) Consumption and
Production of Popular Culture , in Consumer Culture Theory (Research
in Consumer Behavior, Volume 17), Anastasia E. Thyroff , Jeff B.
Murray, Russell W. Belk (eds.), Emerald Group, pp. 275-293.

Lanier, Clinton D., Aubrey Fowler, III and **Scott Rader**

Relationships in the *Toy Story* Brand Mascots and Other
Marketing Animals, Stephen Brown and Sharon Ponsonby-McCabe
(eds.), Routledge: New York, pp. 35-54.

**Conference
Publications &
Presentations**
(Refereed)

Lahm, Robert and **Scott Rader** (2019). Collective Bootstrapping:
Immigrant E Financing of New B Family
Affair *Proceedings of the Academic and Business Research Institute
International Conference (AABRI)*, Washington, DC, October 18-19,
2019.

Lahm, Robert and **Scott Rader** (2019). Immigrant Entrepreneurs:
Challenges and Achievements Using Bootstrapping Methods.
Proceedings of the Institute for Global Business Research (IGBR)
International Conference, New Orleans, LA, April 24-26, 2019.

Lahm, Robert and **Scott Rader** (2019). Collective Capital: How
Immigrant Families are Leveraging Bootstrapping Methods to Finance
New Businesses. *Proceedings of the Academic and Business Research
Institute International Conference (AABRI)*, Savannah, GA, April 1-3,
2019.

Rader, Scott and Stephen Miller (2014).

Presentation at *2014 Association for Private Enterprise Education*, Las
Vegas, NV.

Rader, Scott, Lanier, C., Subhan, Z., Flint, D., & Brooksbank, R. (2014).
*Upwardly Mobile with No Place to Go: A Cross-Cultural Investigation
into Truck Drivers' Constrained Consumption Experiences in the United
States and Vietnam* (Proceedings Vol. 19, No. 1). Arden, NC: Academy
of Marketing Studies Journal/Jordan Whitney Enterprises.

Subhan, Z., Brooksbank, R., Garland, R., & **Rader, Scott**. (2013).
Adoption of Strategic Marketing Practices Among Indian Manufacturers
(Proceedings Vol. 18, No. 2). Arden, NC: Academy of Marketing Studies
Journal/Jordan Whitney Enterprises.

Rader, Scott, Zahed Subhan, Clinton D. Lanier, and Roger Brooksbank
(2013).

Devices: An Ecological Shift in Life- Presentation at *2013
Society for Marketing Advances Annual Conference*, Hilton Head, SC.

Fowler, Aubrey, Clinton D. Lanier, and **Scott Rader** (2013).

- Marketing Communications and Social Work Policy*
 Special presentation to College of St. Catherine, School of Social Work
 (Spring 2010)
- Interrupting the Intimate: Prospects and Pitfalls of Mobile Marketing*
 Keynote presentation to 3M Corporation (Spring 2010)
- Living & Working in the Socialist Republic of Vietnam*
 Special Presentation to University of St. Thomas Executive Education Seminar
 (Spring 2010)
- Teaching Generation Tech*
 Special Presentation to PhD Teaching Preparation Seminar (Spring 2008,
 2007)
- Leveraging Technology in the Classroom*
 Special Presentation to Faculty/Staff of UT Marketing Department (Spring
 2007)
- Supporting Presentations with Microsoft PowerPoint*
 Special Presentation to Undergraduate Honors Leadership Seminar (Fall 2007)
- Working in the Socialist Republic of Vietnam*
 Special Presentations at UTK to Alpha Kappa Psi Business Fraternity (Spring
 2007), and Honors International Management Course (Fall 2006)
- Business Customs and Practices in the United States*

Academic Honors/Awards

	2019
	2015
<i>BB&T Ethics and Capitalism Scholarship Award</i>	2014
	2013
	2012
	2011
	2011
	2010
Conference (San Diego, CA)	2008
2008 Doctoral Consortium (St. Petersburg, FL)	2008
	2008
<i>Proffitt</i>	
Lifestyles of Truck Drivers in the United States and Vietnam	2007
<i>Sampson Enterprises</i> Graduate Teaching Award (College Nominated)	2007
for Outstanding Teaching (Student Nominated)	2006
	2005
Entrepreneurship Award: Best Business Plan (Cash Award)	2004
<i>Cum Laude</i> distinction, State University of New York	2001

