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## CURRICULUM VITAE FOR Natalie A. Bolen

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Alberta School of Business  
University of Alberta  
Edmonton, AB Canada  
T6G 2R6  
nbolen@ualberta.ca

### Education:

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<b>Ph.D., Business Management, Marketing</b> Alberta School of Business Faculty of Graduate Studies and Research Supervisor: Gerald Häubl, Initial Committee Members: Sarah Moore, Jennifer Argo	University of Alberta	2020-2025
<b>M.Sc., Marketing</b> Edwards School of Business College of Graduate and Postdoctoral Studies Thesis: Expecting Satisfaction and Wholeness: <i>Science Communication in a Maternity Health Context</i> , Thesis Supervisor: Dr. Maureen Bourassa	University of Saskatchewan	2018- 2020
<b>B.Sc., Four-years, Distinction, Psychology</b>	University of Saskatchewan	2012-2016

### Research Interests:

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Social presence, joint decision-making, communication, person perception, and complexity and efficacy signaling.

### Conference Presentations:

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Stakeholders and Science, Communication and Coping: A Structured Abstract, 2020 AMS Annual Conference: From Micro to Macro: Dealing with Uncertainties in the Global Marketplace, Virtual, Coral Gables, FL, USA	Dec 2020
Stakeholder and Science, Communication and Coping, 2020 Business PhD Research Conference, University of Alberta Student Conference, Virtual, Edmonton, AB, CAN	Nov. 2020
Science Communication, Rupert's Land Symposium, Saskatoon, SK, CAN	May 2019
The Effect of Group Synchronous Activity on Mood, Department of Psychology Undergraduate Student Conference, Saskatoon, SK, CAN.	April 2016

### Conference Proceedings:

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**Bolen, N.A.** & Bourassa, M.A. (2020). Stakeholders and Science, Communication and Coping: A Structured Abstract, *Proceedings of the Academy of Marketing Science*, USA, forthcoming

### Selected Research in Progress:

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**Bolen, N.A.** & Bourassa, M.A. Integrating Scientific Evidence and Patient-Centred Care for Patient Satisfaction in a Maternity Context. target: TBD

Enjoy the Show: A Conceptual Framework for the Impact of Social Presence on Hedonic Enjoyment of Experiential Consumption (with Gerald Häubl).

Author Trustworthiness: Lingo and Jargon use on Processing Fluency and on Perceptions of Deception and Trust

### Teaching Experience:

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<b>Teaching Assistant:</b> University of Saskatchewan	
COMM 458 – Branding (Marjorie Delbaere)	Summer/Fall 2020
>>Student Assistantship, Gwenna Moss Centre for Teaching and Learning	
COMM 357- Marketing Research (Maureen Bourassa)	Winter 2020
COMM 340 –International Business (William Murphy)	Fall 2019
MBA 819- Marketing for Organizational Decision Making (Maureen Bourassa)	Fall 2019
COMM 204 – Introduction to Marketing (Dawn Dobni)	Fall 2018
COMM 204 –Introduction to Marketing (Brooke Klassen)	Winter 2018

**Educator:** Saskatchewan Science Centre Feb 2017-Aug 2018  
>>programming department, creating curricular-based programming for all ages; brochures; camp promotion; customer service; outreach; social media; participation in events and fairs; research and development; teaching and preparing workshops and lessons; etc.

### Research Experience:

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<b>Principle Investigator:</b> University of Saskatchewan	2018-2020
<i>Master's thesis in marketing using qualitative (Grounded Theory and Participatory Action) research methods</i>	
<b>Research Assistant Experience:</b> University of Saskatchewan	
Marjorie Delbaere— <i>Business Models Founded on the Promise of Corporate Social Responsibility</i>	Fall 2018
Lee Swanson: <i>Building Northern Capacity through Aboriginal Entrepreneurship</i>	2018-2020
Maureen Bourassa— <i>Engagement of Female Stakeholders in the Nuclear Industry; and other miscellaneous projects</i>	2019-2020

### Research Grants, Awards and Scholarships:

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Alberta School of Business, Business PhD Graduate Fellowship—2020 to 2021 (\$15833)  
Alberta School of Business, Business PhD Fellowship- Sunlife Endowment—2020 to 2021 (\$4167)  
Alberta School of Business, Supervisor Fellowship—2020 to 2021 (\$5000)  
Alberta School of Business, Doctoral Recruitment Scholarship from FGSR –2020 to 2021 (\$10000)  
The Jacqueline McKenzie Newstead Scholarship from the Canadian Federation of University Women, Saskatoon Inc.—2020 (\$2,000).  
Saskatchewan Centre for Patient-Oriented Research Trainee Grant– 2019 to 2020 (\$20,000).  
University of Saskatchewan Entrance Scholarship—2018 (\$2,000).  
University of Saskatchewan Entrance Scholarship—2012 (\$1,000).

### Graduate Coursework:

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BUS 715: Experimental Methods for Behavioural Science	Gerald Häubl
EDPY 507: Measurement Theory I	Okan Bulut
MARK 710: Research Methodology in Marketing	Kangkang Wang
MARK 710: Marketing Models	Paul Messinger

MARK 799: Individual Research  
MARK 725: Human Judgement and Decision-Making  
PSYCHO 541: Advanced Social and Cultural Psychology I  
STAT 568: Design and Analysis of Experiments

Gerald Häubl  
John Pracejus  
Jeff Schimel  
Adam Kashlak

### Memberships:

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Academy of Marketing Science  
Association for Consumer Research  
Society for Judgement and Decision-Making

### Academic Service:

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Academy of Marketing Science, <i>Reviewer</i>	2020
United Way Poverty Simulation, <i>Community Member, Event Host</i>	2019
Travel and Tourism Research Association Annual Conference, <i>Room Host</i>	2019
Rupert's Land Symposium Conference, <i>Student Liaison</i>	2019
University of Saskatchewan International Students Centre, <i>Liaison</i>	2014

### Non-Academic Employment History:

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<b>Farm Credit Canada:</b> Customer Service Assistant, Casual Employee Saskatoon, SK	2018-2020
<b>Saskatchewan Science Centre:</b> Science Educator, Camp Supervisor Regina, SK	2017-2018
<b>Ministry of Agriculture:</b> Administrative Assistant, Deputy Minister's Office, Government of Saskatchewan, Student Term Employment Regina, SK	2015-2016
<b>Ministry of Advanced Education</b> Communications and Distribution, Student Services and Program Development, Government of Saskatchewan, Student Term Employment Regina, SK	2013-2014
<b>Cineplex Theatres:</b> Cast Member Regina, SK	2012
<b>Self-employed:</b> Artist, commissioned work in acrylic, watercolour, conté crayon, charcoal, pencil and mixed media	2010-Present