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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

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### 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, 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: Science Communication in a Maternity Health Context, Thesis Supervisor: 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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Co-consumption, experiential consumption, knowledge transfer and expertise, joint decision-making, communication, healthcare, distraction and enjoyment, and activity complexity.

### Conference Presentations:

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The impact of expertise on recruitment decisions, 2022 Business PhD Research Conference, University of Alberta Student Conference, Edmonton, AB, CAN	Nov. 2022
Tensile Strength, Tonal Range, Tannins and Transmissions: The Impact of Jargon on Message Credibility in Customer Reviews, 2021 Business PhD Research Conference, University of Alberta Student Conference, Edmonton, AB, CAN	Nov. 2021
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	April 2016

Undergraduate Student Conference, Saskatoon, SK, CAN.

### 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, 2021

### Non-refereed publications:

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Young Innovators: Research investigates how new mothers navigate the complexity of science during health care services. *Usask Young Innovators Article. Research Profile and Impact unit of the University of Saskatchewan Office of the Vice-President Research*. (November 14, 2021 Published in the Saskatoon Star Phoenix).

### 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

Different Reactions to Distractions: Exploring the Counterintuitive Effects of Distraction on Experiential Activities (with Gerald Häubl).

Inferences of Referring Expressions in Marketing. (with Sarah Moore)

Recruitment choice: Preferential inclusion of expert co-consumer in experiential consumption

### Teaching Experience:

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#### **Lecturer:** University of Alberta

Mark 452—Marketing Strategy	Summer 2023
	Summer 2022
Mark 320/624—Consumer Behaviour Guest Speaker	Winter 2022

#### **Teaching Assistant:** University of Saskatchewan

MARK 320/624—Consumer Behaviour (Sarah Moore)	Winter 2022
MARK 310—Principles of Marketing (Jen Argo)	Fall 2021
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

2016-2018

>>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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#### **Principle Investigator:**

<i>University of Alberta</i>	2020-present
Ongoing projects and dissertation (primarily experimental research methods)	

*University of Saskatchewan* 2018-2020  
 Master's thesis in marketing using qualitative (Grounded Theory and Participatory Action) research methods

**Research Assistant Experience:**

*University of Alberta*

Noah Castelo

--Reducing social media use on adolescent mental health Spring 2023  
 —Freedom Online: social media use on mental health Spring 2022

*University of Saskatchewan*

Marjorie Delbaere—Business Models Founded on the Promise of Corporate Social Responsibility Fall 2018

Lee Swanson—Building Northern Capacity through Aboriginal Entrepreneurship 2018-2020

Maureen Bourassa—Establishing Social License: Women, Respect, and Stakeholder Engagement in the Nuclear Sector, and miscellaneous projects 2018-2020

Research Grants, Awards and Scholarships:

Alberta School of Business, Business PhD Graduate Fellowship—2022 to 2023 (\$14583)  
 Alberta School of Business, Fellowship from Domtar Endowment—2022 to 2023(\$20416)  
 FGSR Graduate Student Teaching Award--2023  
 Alberta School of Business, Business PhD Graduate Fellowship—2021 to 2022 (\$12600)  
 Alberta School of Business, Fellowship from Domtar Endowment—2021 to 2022(\$12600)  
 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:

BUS 715: Experimental Methods for Behavioural Science	Gerald Häubl
EDPY 507: Measurement Theory I	Okan Bulut
INDV 799: Consumer Decision-making and Behavioural Science	Gerald Häubl
INDV 799: Language on Consumer Behaviour	Sarah Moore
IDPV 710 & 720: Advanced Ethics and Academic Citizenship	n/a
MARK 710: Research Methodology in Marketing	Kangkang Wang
MARK 720: Consumer Behaviour	Gerald Häubl
MARK 725: Human Judgement and Decision-Making	John Pracejus
MARK 740: Marketing Models	Paul Messinger
MARK 750: Marketing Theory	Robert Fisher
MMCAP: Mediation, Moderation and Conditional Process Analysis	Andrew Hayes
PSYCHO 505: Cognitive and Neuroscience of Attention	Dana Hayward
PSYCHO 541: Advanced Social and Cultural Psychology I	Jeff Schimel
PSYCHO 560: Memory and Cognition	Peter Dixon
STAT 568: Design and Analysis of Experiments	Adam Kashlak

Thesis 906/903: Thesis Research	Gerald Häubl
GPS 960: Introduction Ethics Integrity	n/a
GPS 989: Introduction to University Teaching	Rebekah Bennetch
MKT 801: Designing Marketing Research	Barbara Phillips
MKT 802: Marketing Theory	Marjorie Delbaere
MKT 803: Consumer Behaviour	David Zhang
MKT 990/994: Seminar and Research	Maureen Bourassa
NURS 893: Qualitative Research Methods	Wanda Martin
KIN 808: Univariate Statistics	Corey Tomczak
LING 811: Advanced Sociolinguistic Theory	Bettina Spreng

### Memberships:

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Academy of Marketing Science (2019-present)  
 Association for Consumer Research (2020-present)  
 Society for Judgement and Decision-Making (2020-present)  
 Society for Consumer Psychology (2021-present)

### Academic Service:

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Marketing Research Camp, <i>Lead</i>	2022-present
Ph.D. Student Buddies, <i>Mentor</i>	2021-present
G-Lab IT Admin, <i>Administrator</i>	2021-present
Exam Proctoring, MARK 310, <i>Proctor</i>	2021
Business Research Conference 2021-2022, <i>Committee Member</i>	2021
Academy of Marketing Science, <i>Reviewer</i>	2020
Travel and Tourism Research Association Annual Conference, <i>Room Host</i>	2019
Saskatchewan Centre for Patient-Oriented Research, <i>Trainee</i> >> studying women's experience in healthcare.	2019
Rupert's Land Symposium Conference, <i>Student Liaison</i>	2019
Edwards School of Business Mentorship program, <i>Mentee</i>	2018
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

## Community Involvement:

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Marketing Student Group, <i>Social Coordinator</i>	2022-2023
Zoe's Animal Rescue, <i>Foster/Adopter</i>	2021
United Way Poverty Simulation, <i>Community Member, Event Host</i>	2019
Saskatoon Canoe and Kayak Club, <i>Member</i>	2019
Nanny, <i>The Daubenfeld Family, Saskatoon, SK</i>	2018
University of Saskatchewan Recreational League, <i>Volunteer</i>	2018
Regina Symphony Orchestra, <i>Will-call booth, production runner at Gala Fundraiser</i>	2017
Eastside Audiology and Rehabilitation, <i>Volunteer</i>	2017
University Community Choir and Concert Band, <i>concert master/alto/1st clarinet</i>	2017