

## Stephanie Villers, PhD Candidate, MBA, BA (Hons)

Telephone: (905) 933-1634

Email: [villerss@uoguelph.ca](mailto:villerss@uoguelph.ca)

### EDUCATION

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#### **Doctor of Philosophy – Management (Marketing), September 2019 – present**

Gordon S. Lang School of Business and Economics, University of Guelph, Guelph, ON

#### **Master of Business Administration – Marketing, January 2016 – December 2017**

Goodman School of Business, Brock University, St. Catharines, ON

Summer Exchange: WHU Otto Beisheim School of Management, Vallendar, *Germany*, May 2016

#### **Bachelor of Arts (Hons) – Political Science, September 2007 – December 2015**

Brock University, St. Catharines, ON

#### **Law Clerk Diploma, September 1997 – June 1999**

Niagara College of Applied Arts & Technology, Welland, ON

### EMPLOYMENT

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#### **Relevant Academic Experience**

##### *01/2018 – ongoing*      **Sessional Lecturer**

- Lang School of Business and Economics, University of Guelph, Marketing and Consumer Studies
  - *MCS 3010 Quality Management* - Winter 2018 – 2022
- DeGroote School of Business, McMaster University, Information Systems
  - *MBA K723 Data Mining and Business Intelligence* (online) - Spring 2020, Fall 2020.

#### **Relevant Industry Experience**

##### *07/2016 – 09/2018*      **Proprietor**, Villers Consulting Inc., Beamsville, ON

- Digital marketing solutions for small and medium size enterprises including web-development, social media, e-commerce, search engine optimization and marketing analytics.

##### *04/2012 – 02/2016*      **CRM Team Leader**, Red-D-Arc Welderentals, Grimsby, ON

Reporting to VP Sales & Marketing

- *B2B Sales Growth*: market research, sales pipeline development, data analysis.
- *Salesperson Training*: developing courses, salesperson onboarding, continuing education of CRM.
- *Leadership*: leading a sales and sales support team of +/- 10 direct and dotted-line reports.

##### *11/2007 – 04/2012*      **Business Development Specialist**, Red-D-Arc Welderentals, Grimsby, ON

Reporting to VP Business Development

- *National Accounts*: managing communications for highest volume business clients.
- *Contracts*: negotiating terms, bid proposals, pricing conflicts, corporate real estate leases/purchases.
- *Strategic Partnerships*: mergers and acquisitions, joint-ventures, intellectual property, Notary Public.

## Stephanie M. Villers, PhD (2022), MBA, BA (Hons)

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Telephone: (905) 933-1634

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### RESEARCH

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#### Publications

- **Villers, S.** & Oberholzer, J. (2022). Skills Nomenclature: What to Expect from College versus University Bachelor's Degrees, *Journal of Education & Work*, 35(2), 210-226.
- **Villers, S.**, Abrams, R., Anderson, S., Aung, M., & Sweeney, E. (2021). Marketing Insights: A Netnographic Study of the Fitbit Sleep Better Online Community. *Journal of Applied Business and Economics*, 22(11), 153-165.

#### Working Papers

- **Villers, S.** (*revise and resubmit*). Dying to Legitimate Sustainable Services in Stigmatized Markets: The Impetus of eWOM. *Journal of Service Research* (ABDC A\*).
- **Villers, S.** & Dhalla, R. (*revise and resubmit*). Dying for Sustainable Deathcare: A Narrative of the Institutionalization of Necrophobia, *Journal of Macromarketing* (ABDC A).
- **Villers, S.** (*in progress*). Using Genetic Algorithms to Enhance the UX on C2C eCommerce Marketplace Platforms.
  - Target: *Journal of Business Research* (ABDC A).
- **Viller, S.** (*in progress*). How Can Human Corpse Composting Go Native?
  - Target: *Journal of Advertising* (ABDC A).
- **Villers, S.** (*in progress*) The Positive Period Project: Educating Educators
  - Target: *Journal of Business Ethics* (ABDC A).
- Wu, R & **Villers, S.** (*in progress*) The Double Principal-Agent Problem of Reciprocal Altruism
  - Target: *Marketing Science* (ABDC A\*).

#### Conference Proceedings

- Presenter, Presenter, Administrative Sciences Association of Canada Conference, June 2020
  - **Villers, S.** & Oberholzer, J., Skills Nomenclature: College vs University Bachelor Degrees
    - *Best Paper*, Management Education
- American Marketing Association, Winter Conference, February 2022
  - **Villers, S.**, Wu, R, & Yu, L. Dying to Communicate: How Altruism Influences Joint Purchase Decisions.
- Presenter, American Marketing Association, Marketing and Public Policy Conference, June 2021
  - **Villers, S.**, Destigmatizing Paternalism in Sustainable Waste Management Policy.
- Presenter, Administrative Sciences Association of Canada Conference, June 2021
  - **Villers, S.**, The (De-)Evolution of Innovation in American Corpse Disposition and the Marketing of Sustainable Alternatives Post-COVID-19.
- Presenter, Administrative Sciences Association of Canada Conference, June 2020
  - **Villers, S.**, Mark, T. & Oberholzer, J., Adopting Technology to Align Business School Stakeholder Needs.
  - **Villers, S.**, Abrams, R., Anderson, S., Aung, M., and Sweeney, E., A Netnographic Study of the Fitbit Sleep Better Community: Marketing Insights.
- Presenter, Net Impact, Beyond Business-as-Usual Conference, November 2019
  - **Villers, S.** (2019). How Marketing Mitigates Aversion to Reducing Refuse.

## **Stephanie M. Villers, PhD (2022), MBA, BA (Hons)**

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### **ACADEMIC SERVICE**

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#### **Administrative Sciences Association of Canada**

- Divisional Officer: Coordinator (2021); Editor (2022-2023); Marketing Chair (2024-2025)
- Reviewer: Marketing Division and Information Systems (2020); Management Education (2022)
- Volunteer: Marketing Division and Strategy Division (2020)

#### **Ad Hoc Reviewer**

- American Marketing Association: Winter Conference (2022, 2023), Summer Conference (2022)
- Academy of Management Learning and Education (2022)

#### **Gordon S. Lang Search Committee**

- Associate Dean, Strategic Partnerships (2020-2021)

### **GRANTS & SCHOLARSHIPS**

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#### **Research Grants**

- Institute for Sustainable Commerce Grant, April 2021
- Lang Graduate Research Grant, April 2021

#### **Scholarships**

- Ontario Graduate Scholarship
  - Spring 2021, Fall 2021, Winter 2022
- Gordon S. Lang School of Business and Economics, University of Guelph
  - Board of Graduate Studies Research Scholarship, February 2020
  - Lang Graduate Scholarship, September 2019
  - MCS Graduate Tuition Scholarship, September 2018
  - MCS Entrance Scholarship, September 2018
- Goodman School of Business, Brock University
  - Goodman Scholars Renewal, December 2016
  - Goodman MOB Award, April 2016
  - Goodman Entrance Scholarship, December 2015
  - Dean of Graduate Studies Entrance Scholarship, December 2015
- Brock University
  - Sean O'Sullivan Scholarship, 2012

### **PROFESSIONAL ACCREDITATIONS**

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- Python 3 Programming Certificate, University of Waterloo
- Microsoft Dynamics Certified IT Professional, Qixas
- Adobe InDesign Fundamentals, Adobe
- Advanced Anti-Racism and Anti-Oppression, CUPE Ontario
- Sexual and Gender Based Violence Awareness, University of Guelph

**Stephanie M. Villers, PhD (2022), MBA, BA (Hons)**

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**REFERENCES**

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Gordon S. Lang School of Business and Economics  
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Dr. Rumina Dhalla, Associate Professor, Organizational Studies and Sustainable Commerce  
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Dr. Kathleen Rodenburg, Assistant Professor  
School of Hospitality, Food and Tourism Management  
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