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San Bernardino Unified School District

Substitute Teacher (grades k-12), February 1992 to February 1994

- Provided children of all grades a productive learning experience ranging from advanced placement to remedial tutoring and special education. Classes included English, German, Algebra, History, and Woodshop.

COOP Switzerland

Distribution Clerk, June 1991 to October 1991

- Following the completion of my bachelor's degree, I was involved in a

*Application of my specialized
advertising knowledge
in a professional setting
allows me to stay current
and bring back relevant examples to
share with my students.*

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29. Bartholomew, John B., Steven M. Edwards, Britton W. Brewer, Judy L. Van Raalte, and Darwyn E. Linder (1998), "The Sports Inventory for Pain: A Confirmatory Factor Analysis," *Research Quarterly for Exercise and Sport*, 69(1), 24-29.
30. Stout, Patricia A., Steven M. Edwards and Pamela Rivero (1998), "Beyond Fear: Other Emotional Responses to Threatening Advertising Messages," *Proceedings of the American Academy of Advertising*, 68-76.
31. Rivero, Pamela R., Patricia A. Stout and Steven M. Edwards (1998), "Sex Differences and Affect Intensity in Advertising," *Society for Consumer Psychology*, 33-

*Active grant seeking activities
including both university and
government funding
opportunities.*

Conference Presentations

1. La Ferle, Carrie and Steven M. Edwards (2011), "A Comparison of Australian and American Consumer Perceptions of Using Digital Retouching (Airbrushing) of Models in Advertising" *Cross-Cultural Conference*, December 10-15, Kona, Hawaii.
2. La Ferle, Carrie and Steven M. Edwards (2011), "The Interdependent Self as a Target of Cause Related Marketing," paper to be presented at the *American Academy of Advertising Asia-Pacific Conference*, June 8-11, Brisbane, Australia.
3. Edwards, Steven M. (2011), "Advertising Education and Scholarship: What will Change, What will Endure? Invited panel member for a *Special Topics Session, American Academy of Advertising Conference*, April 7-10, Mesa, AZ.
4. La Ferle, Carrie and Steven M. Edwards (2010), "Re-touching Models in Advertising: Deceptive or Misleading and in Need of Warning Labels?" paper presented at the *American Academy of Advertising European Conference*, June 4-6, Milan, Italy.
5. Edwards, Steven M. (2010), "Persuasion Theories: How We Process Ads," Invited panel member for a *Special Topics Session, American Academy of Advertising Conference*, March 17-21, Minneapolis, MN.
6. La Ferle, Carrie and Steven M. Edwards (2009), "Factors Impacting Responses to Cause-Related Marketing in the U.S.A. & Singapore: Altruistic Motives, Donation Proximity and Company Origin," *Cross Cultural Research Conference*.
7. La Ferle, Carrie and Steve M. Edwards (2009), "Media Patterns for Singaporean Teens & Young Adults: Are These Technologically Savvy Consumers Converging?" paper presented at the *American Academy of Advertising Asia-Pacific Conference*, May 27-31, Beijing, China.
8. Edwards, Steve M. (2009), "Comparing and Contrasting Advertising Theories." Invited panel member for a *Special Topics Session, American Academy of Advertising Conference*, March 26-29, Cincinnati, OH.
9. Edwards, Steve M. and Carrie La Ferle (2009), "Does Gender Impact the Perception of Negative Information Related to Celebrity Endorsers?"

Engaged in ongoing educational opportunities through presenting research at national and international conferences of professional organizations.

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Conference Presentations, continued

30. Edwards, Steven M. and Carrie A. La Ferle (1998), "Cross Media Promotion of Internet Sites in Television Advertisements," presented at the *conference of the American Academy of Advertising*. Abstract published in the 1998 proceedings.
31. Edwards, Steven M. (1998), "Computers and Creativity: The Technology Paradox," presentation at the 1998 University of Texas Graduate and Professional Student Research Symposium.
32. Edwards, Steven M. and Carrie A. La Ferle (1997), "Ethnic Attitudes Toward Direct Response Advertising," presented during the poster session at the *conference of the Association for Consumer Research* in Denver, October, 1997. Abstract published in the 1997 proceedings.
33. Stout, Patricia A., Steven M. Edwards and Karen Whitehill-King (1997), "The Role of Message Variables and Individual Differences in the Use of Fear Appeals: The Case of Drinking and Driving," presented during the poster session at the *confere*

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Major Professional Service Activities

Editorial Review Boards

1. *Journal of Advertising*
2. *Journal of Interactive Advertising*, Associate Editor
3. *International Journal of Advertising*
4. *Journal of Current Issues and Research In Advertising*
5. *Journal of Marketing Communications*

American Academy of Advertising

1. Vice-President, 2010-2011
2. Secretary of the Executive Committee, 2008
3. Chair, 2005 Pre-conference. *Moving Targets: Advertising and M-Commea*TT7.0 1 BT 0.8357 515.52cm BT 41 0 0 41 0 0 Ti

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