

Dr. Marshall David Rice

Associate Professor, Schulich School of Business, York University

Contact Information

Schulich School of Business
York University
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Education

Ph.D. Communications: Institute of Communications Research, University of Illinois at Urbana-Champaign (1985). Areas of concentration: comparative advertising, international marketing, marketing models. Dissertation topic: media exposure distribution models.

M.S. Advertising: Department of Advertising, University of Illinois at Urbana-Champaign (1983).

B.A. Judaic Studies: Department of Near Eastern and Judaic Studies, University of Manitoba: Winnipeg, Canada (1980).

Professional Experience

Executive Director, Future of Marketing Institute, Schulich School of Business, York University, Toronto, Canada (June 2019 – Present)

Coordinator, Marketing Area, July 2022 – July 2024

Program Director – Master of Marketing, Schulich School of Business, York University, Toronto, Canada (Jan 2018 – June 2021)

Associate Professor – Schulich School of Business, York University, Toronto, Canada: (July 1989 - Present)

Coordinator, Marketing Area – Schulich School of Business, York University, Toronto, Canada, (July 1991-1993).

Assistant Professor – Schulich School of Business, York University, Toronto, Canada: (July 1986 - 1989)

Visiting Assistant Professor – Schulich School of Business, York University, Toronto, Canada: (July 1985 - July 1986)

Refereed Journal Articles

Marshall Rice and Katya Bogdanov, "Privacy in Doubt: An Empirical Investigation of Canadians' Knowledge of Corporate Data Collection and Usage Practices". (2019) Canadian Journal of Administrative Sciences, Vol. 36, #2, pp. 163-176.

David Valliere, Marshall Rice and Steve Gedeon, S. (2006) "What Matters When Entrepreneurs Choose Their Venture Capitalists", Silicon Valley Review of Global Entrepreneurship Research, 2(1). Vol. 2, Issue 1, pp. 25 – 45.

Brad Davis and Marshall Rice (1997), "Managerial Judgment in Model Development: A Canadian Television Awareness Model", Journal of Promotion Management, Vol. 5, Issue 1, pp. 91-102.

Kineta Hung and Marshall Rice (1996), "Canadian Advertising Agency Executives and their Ethical Concerns: A Cross-National Replication", International Journal of Advertising, 15(4), 345-358

Marshall D. Rice and Brad Davis (1991), "The Need to Develop a Canadian TV Commercial Awareness Model", Canadian Journal of Marketing Research, Vol. 10, pp 13-30.

Ian Fenwick and Marshall D. Rice (1991), "Reliability of Continuous Measurement Copy Testing Methods", Journal of Advertising Research, February/March 1991 pp. 23-29.

Michael E. Rice and Marshall D. Rice (1989) "Section 52(1)(a) of the Competition Act - Who is the Average Person?", Canadian Business Law Journal, Vol. 15, Number 1, pp. 97-107.

Marshall D. Rice and Auleen Carson (1988), "The Potential Use of Expert Systems in Marketing Decision Making", Canadian Journal of Marketing Research, Vol. 7, pp. 3-7.

Marshall D. Rice (1988), "Practical Methods for Estimating Mixed Media Advertising Schedules", Journal of Media Planning, Volume 3, No. 2, 1988, pp. 29-39.

Marshall D. Rice (1988) "Estimating the Reach and Frequency of Mixed Media Advertising Schedules", Journal of the Market Research Society, Vol. 30, No. 4, pp. 439-451.

Marshall D. Rice and Zaiming Lu (1988), "A Content Analysis of Chinese Magazine Advertisements", Journal of Advertising, Vol. 17, Number 4, pp. 43-48.

Marshall D. Rice and Christopher Kubas (1988), "Estimating the Audience of Canadian Television Advertising Schedules", Canadian Journal of Administrative Sciences, Vol. 5, No. 1. pp. 75 - 80.

Marshall D. Rice (1987), "A Comparison of Unidimensional and Multidimensional Television Exposure Distribution Models" International Journal of Research in Marketing, Vol. 4, No. 2 pp. 147-156.

Marshall D. Rice and John D. Leckenby (1986), "An Empirical Test of a Proprietary Television Media Model", Journal of Advertising Research, Aug/Sept, pp. 17-21.

John D. Leckenby and Marshall D. Rice (1986), "The Declining Reach Phenomenon in Exposure Distribution Models", Journal of Advertising, Vol. 15, No. 3, pp. 13-20.

John D. Leckenby and Marshall D. Rice (1986), "AMCAAM: A Microcomputer Advertising Strategy Game" *Journal of Marketing Education*, Fall, pp. 50-53.

John D. Leckenby and Marshall D. Rice (1985), "A Beta Binomial Network TV Exposure Model Using Limited Data," *Journal of Advertising*, Vol. 14, No. 3, pp. 25-31.

Refereed Conference Proceedings

Marshall Rice (2015), 'An Investigation of Workplace Experiences and Job Discrimination in Canadian Adults with Tourette Syndrome'. Poster session presented at the 1st World Congress on Tourette Syndrome and Tic Disorders, London, England. Abstract published in Conference Proceedings: pp. 193 – 195.

Marshall Rice and Robert Kroll, (2006), "Stuttering in the Workplace: An Empirical Study of Issues and Challenges", Proceedings of the 5th World Congress on Fluency Disorders, Dublin, Ireland, p 244 - 248.

Marshall Rice (2005), 'The Impact of the Type, Frequency and Quality of Customer Contact on Customer Satisfaction', Proceedings of the 2005 American Marketing Association Winter Educator's Conference, San Antonio, Texas pp. 1-6.

Brad Davis and Marshall Rice (1998), "The Development of a Television Commercial Awareness Model" Proceedings of the ANZMAC Conference (Australian and New Zealand Marketing Academy). pp. 2165 – 2178.

Kineta Hung and Marshall Rice (1995), "A Comparative Examination of the Perception of Ad Meanings in Hong Kong and Canada", Proceedings of the Fifth Symposium on Cross-Cultural and Consumer Studies, Hong Kong, pp. 262-266.

Marshall Rice and Robert Kroll (1994), "A Survey of Stutterers' Perceptions of Challenges and Discrimination in the Workplace", Proceedings of the 1st World Congress on Fluency Disorders, Munich, Germany, (pp 559 - 562). Abstract published in Journal of Fluency Disorders Vol. 19, Number 3, Sept. 1994, p. 203.

Kineta Hung and Marshall Rice, (1994), "Ethical Problems of Canadian Advertising Agency Executives", Proceedings of the 1994 Conference of the American Academy of Advertising, Tucson, pp 214-220.

Marshall Rice and Brad Davis (1993), "The Canadian Media Director's Television Commercial Awareness Model", Proceedings of the ESOMAR/EMAC/AFM Symposium on Information Based Decision Making in Marketing, Paris, France, pp. 313-330.

Brad Davis and Marshall Rice, (1993), "The Development of a Television Commercial Awareness Model: An Exercise in Bridging the Great Divide", Proceedings of the 1993 ASAC Conference, Lake Louise, Canada.

Kineta Hung and Marshall D. Rice (1992), "The Development and Testing of a Typology of Musical Elements in Television Commercials", Proceedings of the 1992 Conference of the American Academy of Advertising, San Antonio, Texas, pp. 222-229.

Auleen Carson, Marshall D. Rice and Brad Davis (1991), "Advertising by Not-For-Profit Organizations in Canada", Proceedings of the 21st Annual Atlantic Business Schools Conference, Halifax, Canada, pp. 319-329.

Marshall D. Rice and Auleen Carson (1991), "The Validation of Marketing Decision Support and Expert Systems", Proceedings of the 1991 Conference of The European Marketing Academy, Dublin, Ireland, pp. 75-88.

Marshall D. Rice, Auleen Carson and Brad Davis (1991), "A Nonprofit Perspective on Comparative Advertising", Proceedings of the 1991 Conference of American Academy of Advertising, Reno, Nevada pp. 9-16.

Yiming Tang, Marshall Rice and Jin Liang (1990), "Performance Evaluation of Sino-Foreign Equity Joint Ventures in China: A Multi-Factor Indices Approach", Proceedings of the Canada-China International Management Conference, Xi'an, China, pp. 21-30.

Marshall D. Rice (1990), "A Content Analysis of Chinese Magazine Advertisements", Proceedings of the Canada-China International Management Conference, Xi'an, China pp. 772-781.

Marshall D. Rice and Yiming Tang (1990), "Marketing in China", Proceedings of the Canada-China International Management Conference, Xi'an, China, pp. 794-802.

Auleen Carson and Marshall Rice (1990), "The Incidence of Comparative Advertising: A Content Analysis of Canadian and American Magazines", Proceedings of the 1990 ASAC Conference, Whistler, British Columbia, pp. 65-72.

Marshall D. Rice, Chen Zhe and Yiming Tang (1989), "The Role of Marketing in Chinese Market Socialism", Proceedings of the 1989 American Marketing Association Winter Educators Conference, St. Petersburg, Florida, pp. 342-346.

Ian Fenwick and Marshall Rice (1989), "Reliability of Continuous Measurement Copy Testing Methods", Proceedings of the 22nd Annual Conference of the Marketing Education Group, Glasgow, Scotland, Vol. 1, pp. 117-135.

Auleen Carson and Marshall D. Rice (1989), "Using Expert System Development as a Research Tool to Understand the Interpretation and use of Competitive Information in Advertising Decision Making", Proceedings of the 1989 American Academy of Advertising, San Diego, California, pp. 9-10.

Marshall D. Rice (1987), "An Empirical Test of a Canadian Television Media Model" Proceedings of the XVth Annual Conference of the European Marketing Academy, Toronto, Canada. pp WM23-WM30.

Ian Fenwick and Marshall Rice (1987), "Copy Testing Using Continuous Measures of Advertising Response" Abstract published in the Proceedings of the American Academy of Advertising, Las Vegas, Nevada, p. 86.

Marshall D. Rice and Peter Vilde (1987), "Advertising Budgeting Using Financial Analysis Software", Proceedings of the American Academy of Advertising, Las Vegas, Nevada, pp. 136-140.

Marshall D. Rice (1986), "A Comparison of Univariate and Multivariate Television Exposure Distribution Models", Proceedings of the XVth Annual Conference of the European Marketing Academy, Helsinki, Finland, pp. 895-901.

Marshall D. Rice (1986), "Advertising Budgeting for New Products" Proceedings of the American Academy of Advertising, Baton Rouge, Louisiana, pp. 162-166.

Marshall D. Rice, Kent Lancaster and John D. Leckenby (1986), "Management Science Models in Advertising Education", Proceedings of the Winter Educator Conference of the American Marketing Association, St. Petersburg, Florida, pp. 110-112.

Thomas O'Guinn, Robert Faber and Marshall D. Rice (1985), "Popular Film and Television as Acculturation Agents: America 1900 to Present," Proceedings of the Association For Consumer Research, Singapore, Jagdish Sheth and Chin Tiong Tan (eds.), pp. 297 - 301.

Marshall D. Rice and John D. Leckenby (1985), "Estimating the Exposure Distribution of Magazine Schedules in Limited Data Situations," Proceedings of the American Academy of Advertising: Charleston, South Carolina, pp. 95-99.

Elizabeth A. MacAdams and Marshall D. Rice (1985), "The Role of Segmentation Strategies and Media Planning in the Communications Revolution," Proceedings of the American Academy of Advertising: Charleston, South Carolina, pp. 223-224.

Marshall D. Rice and John D. Leckenby (1984), "Predicting Within-Vehicle Television Duplication," Proceedings of the American Academy of Advertising, Denver, Colorado, pp. 82-85.

Conference Presentations

Marshall Rice (2015), 'Tourette Syndrome: Discrimination in the Work Place'. Paper presented at the National Conference of Tourette Canada, Niagara Falls, Ontario. (Oct. 2015)

Marshall Rice (2006), 'The Impact of Stuttering at Work: Challenges and Discrimination', Paper presented at the 9th Annual International Stuttering Awareness Day Online Conference', sponsored by Minnesota State University.

Marshall Rice, (1995), "Workplace Experiences of People who Stutter", Fourth World Congress of People Who Stutter , Linkoping, Sweden.

Marshall Rice and Kineta Hung (1992), "A Content Analysis of Musical Elements in Television Commercials", paper presented at the 1992 Annual Conference of the Association Sciences Association of Canada.

Marshall Rice (1991), "Adaptive Perceptual Mapping", paper presented at the Ecole Des Hautes Etudes Commerciales, Montreal, Quebec.

Auleen Carson and Marshall D. Rice (1990), "A Content Analysis of Comparative Content in Magazine Advertising Messages: 1979-1989, paper presented at the 1990 Annual Conference of the American Academy of Advertising, Orlando, Florida.

Marshall D. Rice and Auleen Carson (1988), "Evaluating The Black Box: Validating Marketing Decision Support and Expert Systems", paper presented at the Workshop on Marketing Decision Support Systems, sponsored by the European Institute for Advanced Studies in Management, Brussels, Belgium.

Marshall D. Rice (1987), "Symbolism in Western Advertising", paper presented at the Department of Management Studies, Nankai University, Tianjin, Peoples Republic of China (invited speaker).

Marshall D. Rice (1987), "Emotional Advertising: Western Theories and Practice", paper presented at the WANBAO Business Research Institute, Guangzho, China, (invited speaker).

Marshall D. Rice (1986), "Advertising and New Product Modeling: An Application of the N.W. Ayer Model", paper presented at the American Marketing Association Winter Educators Conference, St. Petersburg, Florida.

Marshall D. Rice (1985), "The Dirichlet Multinomial Distribution as a Television Exposure Model," paper presented at the Nikkei Advertising Research Institute, Tokyo, Japan, (invited speaker).

Marshall D. Rice and John D. Leckenby (1985), "AMCAAM: A Microcomputer Advertising Strategy Game" paper presented at the American Marketing Association Special Workshop on "Microcomputers in Marketing", Blacksburg, Virginia.

John D. Leckenby and Marshall D. Rice (1984), "Using the Microcomputer in the Advertising Management Science Course," paper presented at the Annual Conference of the American Academy of Advertising, Denver, Colorado.

Books

Peter Leeftang and Marshall D. Rice (1987), Co-editors, Proceedings of the XVIth Annual Conference of the European Marketing Academy, (360 pages).

Articles in the Popular Press

Marshall D. Rice (1989) "Creative Skills Lacking", Playback Strategy, Nov. 20, 1989, p. 28.

Marshall D. Rice (1987), "China's Sleeping Ad Market Wakes Up", Marketing News, Sept 25, p. 4.

Newsletter Articles

ChatGPT and the Future of Marketing Education. Future of Marketing Institute Newsletter, August 2023

The Retailverse, Robot BFFs and AI Surveillance (with Martin Waxman). Future of Marketing Institute Newsletter, October 2023

Generative AI and Subliminal Advertising (with Martin Waxman). Future of Marketing Institute Newsletter, November 2023

The Future of Digital Avatars in Marketing (with Martin Waxman). Future of Marketing Institute Newsletter, April 2024.

The Evolution and Future of Search Marketing (with Martin Waxman). Future of Marketing Institute Newsletter, May 2024

Minority Report Advertising is Passe. This is better. Future of Marketing Institute Newsletter (August 2022)

The Future of Marketing has a Powerful Influencer: The Dead. Future of Marketing Institute Newsletter (August 2022)

Is Authenticity Important in the Future of Marketing? Future of Marketing Institute Newsletter (October 2022)

Voice and Sound Intelligence in the Future of Marketing. *Future of Marketing Institute Newsletter* (Oct. 2022)

Beyond Text: The Future of Generative AI in Marketing. *Future of Marketing Institute Newsletter* (March 2023)

Prompt Engineering for Marketers. *Future of Marketing Institute Newsletter* (April, 2023)

Barbie Movie Marketing: A World of Pink Generative AI. *Future of Marketing Institute Newsletter* (July 2023)

Media Interviews

Featured guest, 'Future Tech and Foresight Podcast' with Mark Verbencov (March 24, 2024). Episode on Apple Podcasts: [The Future of Marketing](#)

Featured guest: CKNX Radio AM 920, Bryan Allen Talk Show: Topic – Stuttering and Discrimination in the Work Place. 50 Minute interview. (June 21, 2007)

Conference Sessions – Chairman, Discussant or Keynote

Presenter and Discussant: The Impact of AI on Marketing: Speech at Seneca 'Make-it-Happen' event. Flato Theatre, March 2024

Session Chair: "Comparison Advertising", Annual Conference of the American Academy of Advertising, Orlando, Florida, 1990.

Session Chair: "Marketing in China", American Marketing Association Winter Educator's Conference, St. Petersburg, Florida, 1989.

Session Chair and Discussant: "Advertising Media Strategy", Annual Conference of the American Academy of Advertising", San Diego, 1989.

Discussant: "Media Models and Research" Annual Conference of the American Academy of Advertising, Chicago, Illinois, 1988.

Session Chair: "Media Allocation" Annual Conference of the European Marketing Academy (EMAC) and the Administrative Sciences Association of Canada, Toronto, Canada, 1987.

Session Chair: "Microcomputer Applications in the Advertising Curriculum", Annual Conference of the American Academy of Advertising, Las Vegas, Nevada, 1987.

Session Chair: "Teaching Microcomputer Advertising Models in the Marketing Management Curriculum," American Marketing Association Winter Educator's Conference, St. Petersburg, Florida, 1986.

Academic Honors

National Award for Research Benefitting the Tourette Community: Award presented at the Tourette Canada National Conference	2015
Social Sciences and Humanities Research Council of Canada Doctoral Fellow	1983-1985
Charles H. Sandage Fellow, University of Illinois	1984
James Webb Young Fellow, University of Illinois Committee on Institutional Cooperation	1980-1983
Traveling Scholar (University of Michigan, Summer)	1983
Klied Direct Mail/Marketing Scholarship	1982
Rhodes Scholarship Provincial Finalist	1981
Educational Trust Award, Department of Near Eastern and Judaic Studies, University of Manitoba	1980
Aldalsteinn Kristjansson Fellowship, University of Manitoba	1980
University of Manitoba Traveling Scholarship	1980

Teaching Innovations

Developed new course called "Advanced Marketing Analysis Techniques".

Developed "ADSTRAT", which is an educational microcomputer software package for use in marketing/advertising courses. The ADSTRAT software has been adopted by more than 20 universities including Illinois (Urbana-Champaign), Texas (Austin), Minnesota, Michigan State, Florida State, FMD University (Norway), and Thammasak University (Thailand). ADSTRAT has been translated into Spanish and is in use at the Universidad del Pacifico in Lima, Peru.

Developed TELPAK advertising media software. Software is supplied with the textbook Advertising in Canada: A Managerial Approach (1991) by Rene Darmon and Michel Laroche.

Developed new course: The Future of Marketing (MKTG 3000 and MTKG 6220), Schulich School of Business (2023-2024)

Research Grants

Development of Generative AI Systems for Synthesizing and Disseminating Research, York Research Support Grant (2025): Amount: \$4,800

New Technologies Affecting Personal Privacy in Canada: Consumer Perceptions and Legal Realities (proposal with Katya Bogdanov). Funding from the Osgoode/York @50 Fund (2015). Amount: \$1,500.

"Development and Testing of a Taxonomy of Musical Elements and Sound Effects in Television Commercials", Social Sciences and Humanities Research Council Small Grants Program. 1991

"Building and Testing Magazine Exposure Distribution Models for Use in Canada". Social Sciences and Humanities Research Council Small Grants Program. 1989.

"Developing and Testing of Artificial Intelligence Systems In Advertising Management". Social Sciences and Humanities Research Council Small Grants Program. 1987.

"Advertising in China: Research into an Evolving Institution". Canadian International Development Agency (CIDA) grant. 1987.

"Development and Testing of Television Exposure Distribution Models". Social Sciences and Humanities Research Council Small Grants Program. 1986.

Service to the University and Academic Community

Masters Program Committee	2022-2025
Operating Committee	2022-2025
Area Coordinator, Marketing	2022-2024
Program Director, Master of Marketing Degree	2018-2021
MPC-PCC Committee	2017-2021
Lead, Task Force for Development of a Master of Marketing Degree	2016-2017
MBA Committee, Member	2011-2016
Scholarship Committee, Schulich School of Business	2015-2017
Schulich Teaching and Learning Committee	2016
Programs Coordinating Committee, Schulich	2015-2016
CLA Hiring Committee, Schulich School of Business	2015
Executive Committee, Schulich School of Business	2006-2008
Chairman, Schulich Student Affairs Committee	2006-2008

Schulich School of Business, Student Affairs Committee	2004-2006
Affirmative Action Representative, Accounting Area, Schulich School of Business	2005
Schulich School of Business, Tenure and Promotions Committee, Non-Core Member	2005 – 2006
Editorial Board, <u>Journal of Interactive Advertising</u>	2004-2009
Marketing Editorial Board, <u>Journal of Business Research</u>	1993-1994
Executive Board, American Academy of Advertising	1993-1994
Secretary, American Academy of Advertising (elected through vote of general membership)	1993-1994
<u>Journal of Promotion Management</u> , Editorial Advisory and Review Board	1991-1994
Founding Director of York, Wharton, Recanti Exchange (now called Global Leadership Program)	1991
<u>Journal of Advertising</u> , Editorial Review Board	1991-1994
<u>Canadian Journal of Administrative Studies</u> , Review Board	1991
Advisory Board, York Consulting Group	1989-1990
Publications Committee, American Academy of Advertising	1988-1992
Editorial Review Board, <u>Journal of Marketing Education</u> ,	1988-1993
Reviewer for the following publications:	
• Proceedings of the Fifth World Congress on Fluency Disorders	2006
• Canadian Journal of Marketing Research	1989-1992
• Journal of Advertising	1986-1993
• Proceedings of the American Academy of Advertising	1987-1994
• Proceedings of the ASAC Annual Conference	1988, 1993
• International Journal of Research in Marketing	1988-1990
• Canadian Journal of Administrative Sciences	1986, 1991
• Proceedings of the AMA Winter Educator's Conference	1986
• Journal of Marketing Education	1988-1994
Director of Student Affairs, Toronto Chapter of the American Marketing Association (TAMA)	1987
Board of Directors, Jewish Students Federation, York University	1988-1991
Secretary/Treasurer for EMAC/ASAC Annual Conference	1987
Scientific Committee, European Marketing Academy	1987

Faculty of Administrative Studies, Task Force on Teaching Evaluation	1993
Faculty of Administrative Studies Operating Committee	1991-1992
Faculty of Administrative Studies Undergraduate Program Committee	1989-1991
Faculty of Administrative Studies Masters Program Committee	1986-1989
Faculty of Administrative Studies Computer Committee	1985-1986

Ph.D. Supervisor

Brad Davis (1994)

Title: The Development of a Canadian Television Commercial Awareness Model.

Kineta Hung (1994)

Title: An Empirical Investigation of the Impact of Music on Brand Perception in Television Commercials.

Auleen Carson (1991)

Title: An Experimental Investigation of the Effects of Profit and Nonprofit Sponsorship and Message Involvement on Responses to Comparative Advertising Messages.

Courses taught at York:

Future of Marketing 3000 (Undergraduate)
Marketing Research 6050 (graduate)
Marketing Research 3100 (undergraduate)
Marketing Communications 6100 (graduate)
Marketing Communications 4100 (undergraduate)
Marketing Decision Models 6300 (graduate)
Advanced Marketing Analysis 6360 (graduate)
Marketing Doctoral Seminar (York and University of Toronto)
Statistical Methods for Business Research 7020 (Ph.D. Seminar)

Teaching Nominations and Distinctions

Nominated for Schulich MBA Teaching Excellence Award	2005, 2006, 2008, 2009 2013, 2019
Nominated for Schulich BBA Teaching Excellence Award	2010, 2013
Nominated for Outstanding MBA Educator Award	1991
Highest Instructor ratings in Schulich Business School	1987-1988