Pre-Confederation Canadian Marketing History


Publication Type: Book Chapters
Area of Research: Marketing

Protect, Profit, Profess, Promote: Establishing Legitimacy through Logics of ‘Diversity’ in Canadian Accounting Firm Recruitment Websites


Publication Type: Articles in Refereed Journals
Area of Research: Accounting

Social Media Marketing

Neilson, Leighann C., “Social Media Marketing” sponsored by the Centre for Research and Education on Women and Work (CREWW), Carleton University, November 24, 2015.

Publication Type: Papers in Non-Refereed Conference Proceedings
Area of Research: Marketing

The Diversity of ‘Diversity’ in Canadian Accounting Firm Recruitment Websites


Publication Type: Papers in Refereed Conference Proceedings
Area of Research: Marketing

Great Granny Lives On: Pursuing Immortality through Family History Research


Publication Type: Book Chapters
Area of Research: Marketing

Making and Marketing of a Canadian Icon: Tom Thomson


Publication Type: Papers in Non-Refereed Conference Proceedings
Area of Research: Marketing
Caroline Borden Hinman: Off the Beaten Track, 1917-1959
Publication Type: Papers in Refereed Conference Proceedings

Why Study Genealogists? Initial Results from the Canadian Genealogy Survey
Publication Type: Papers in Non-Refereed Conference Proceedings

Small Charities: An Analysis of Change in Fundraising Activities
Publication Type: Papers in Refereed Conference Proceedings

Using Winery Websites to Attract Wine Tourists: An International Comparison
Publication Type: Articles in Refereed Journals
Area of Research: Marketing

By the Skin of My Teeth
Publication Type: Papers in Non-Refereed Conference Proceedings

The St. Thomas White Bronze Company: A Diffusion of Innovations Perspective
Publication Type: Papers in Refereed Conference Proceedings
Area of Research: Marketing

Public, but not too public: political campaigns, media, and relationship marketing
Publication Type: Papers in Refereed Conference Proceedings
Area of Research: Marketing
Genealogists and Heritage Consumption in Canada: Two Surveys and a Data Set
Neilson, Leighann C. and Del Muise, “Genealogists and Heritage Consumption in Canada: Two Surveys and a Data Set,” National Council on Public History Conference, Ottawa, ON, April 17-20, 2013. Co-presented by both authors.

Publication Type: Papers in Refereed Conference Proceedings

Caroline B. Hinman: Off the Beaten Track

Publication Type: Papers in Refereed Conference Proceedings

Initial Results from the Canadian Genealogy Survey
Neilson, Leighann C. and Del Muise, “Initial Results from the Canadian Genealogy Survey.” Presented to the Ontario Genealogical Society, Ottawa Branch, October 20, 2012. Presented by Dr. Neilson

Publication Type: Papers in Non-Refereed Conference Proceedings

Why Study Genealogists? Initial Results from the Canadian Genealogy Survey

Publication Type: Papers in Non-Refereed Conference Proceedings

Using Internet-based and Web 2.0 Technologies to Attract the Wine Tourist: An International Comparison

Publication Type: Papers in Refereed Conference Proceedings

Area of Research: Marketing

Market Turbulence and Electronic Approaches to Marketing in Wine Sector SMEs: a Structured Abstract

Publication Type: Papers in Refereed Conference Proceedings

Area of Research: Marketing

Families and Region: Genealogy and the Search for Regional Roots
Muise, D.A. and Leighann C. Neilson, “Families and Region: Genealogy and the Search for Regional Roots,”
I. Publications

**Ideological Outcomes of Marketing Practices: A Critical Historical Analysis of Child Sponsorship Programs**


**Publication Type:** Book Chapters

**Area of Research:** Marketing

**Fundraising Methods: Past, Present, Future**


**Publication Type:** Other Professional Publications

**Small Charities: An Analysis of Change in Fundraising Activities**


**Publication Type:** Other Professional Publications

**Learning from Family History**


**Publication Type:** Papers in Non-Refereed Conference Proceedings

**E-Business and the Wine Industry: A Canadian Perspective**


**Publication Type:** Papers in Non-Refereed Conference Proceedings

**Development Porn? Child Sponsorship Advertisements in the 1970s**


**Publication Type:** Articles in Refereed Journals

**Area of Research:** Business and Society, Marketing
The Unstable Platform: Can Social Media Mobilize Audiences and Consumers for Non-commercial Purposes?

Publication Type: Papers in Refereed Conference Proceedings
Area of Research: Marketing

John Murray Gibbon (1875-1952): the branding of a northern nation

Publication Type: Papers in Refereed Conference Proceedings
Area of Research: Marketing

Development of a Social Enterprises Database: Issues and Challenges

Publication Type: Presentations at Conferences

John Murray Gibbon (1875-1952): Re-discovering a Nation Brander

Publication Type: Presentations at Conferences
Area of Research: Marketing

Pioneers of Marketing: A Collection of Biographical Essays

Publication Type: Other Professional Publications

E-Business and the Wine Industry: A Canadian Perspective

Publication Type: Invited Speakers
Area of Research: e-Business, Marketing

E-Business in Wine Industry SMEs: Research based on the Web and Social Media
Ottawa Branch, April 28.

Publication Type: Invited Speakers
Area of Research: e-Business, Marketing

Web Site Utilization in SME Business Strategy: The Case of Canadian Wine SMEs
Publication Type: Articles in Refereed Journals
Area of Research: e-Business, Small Business and Entrepreneurship

The Development of E-business in Wine Industry SMEs: An International Perspective
Publication Type: Articles in Refereed Journals
Area of Research: e-Business, Small Business and Entrepreneurship

The St. Thomas White Bronze Company of St. Thomas, Ontario
Publication Type: Papers in Refereed Conference Proceedings
Area of Research: Marketing

Utilizing Web Sites to Provide Information and Build Relationships with Consumers
Publication Type: Papers in Refereed Conference Proceedings
Area of Research: e-Business, Small Business and Entrepreneurship

Working with a Not-for-Profit Cemetery to Teach Marketing Skills
Publication Type: Presentations at Conferences
Area of Research: Education, Marketing

The St. Thomas White Bronze Company (1883-1890)
Publication Type: Presentations at Conferences
Area of Research: Marketing
The New Tools Briefing: Teaching New Marketing Practices and Technology to Students
Publication Type: Articles in Refereed Journals
Area of Research: Education, Marketing, Technology

The Historical Transformation of Media: A Cultural Analysis of Musical Theatre Recordings and Professional Wrestling
Publication Type: Papers in Refereed Conference Proceedings
Area of Research: Marketing, Research Methods

Market Driven or Market Driving? Historical Evidence from a Case Study in Nova Scotia’s Tourism Industry
Publication Type: Papers in Refereed Conference Proceedings
Area of Research: Marketing

'I saw a picture of a child living on 14¢ a day and I nearly choked on my $12 Scotch,' Plan Canada’s marketing of child sponsorship programs: A content analysis of print advertisements from the 1970s and 1980s
Publication Type: Papers in Refereed Conference Proceedings
Area of Research: Business and Society, Marketing

An International Comparison of Web Site Utilization in SME Marketing Strategy: Providing Information and Building Relationships
Publication Type: Papers in Refereed Conference Proceedings
Area of Research: e-Business, Marketing, Small Business and Entrepreneurship

International Marketing Strategy in the Retail Banking Industry: The Case of ICICI Bank in
Canada
Publication Type: Articles in Refereed Journals
Area of Research: International Business, Marketing

Web Site Utilization in SME Business Strategy: An International Comparison in the Global Wine Industry
Publication Type: Papers in Refereed Conference Proceedings
Area of Research: e-Business, Small Business and Entrepreneurship

Review of The Donut: A Canadian History by Steve Penfold
Publication Type: Other Professional Publications

Web Site Utilization in SME Business Strategy: The Case of Canadian Wine SMEs
Publication Type: Papers in Refereed Conference Proceedings
Area of Research: e-Business, Small Business and Entrepreneurship

The Remains of the Day: A Critical Reflection on Using Ephemera in Historical Research
Publication Type: Papers in Refereed Conference Proceedings
Area of Research: Marketing, Research Methods

Female Cyborgs in Film: Heeding the Siren Call (Revised)
Publication Type: Papers in Refereed Conference Proceedings
Area of Research: Marketing

The Development of Marketing in the Canadian Museum Community: 1840-1989
Publication Type: Articles in Refereed Journals
Professional Wrestling: Tracing the Development of an Industry
Publication Type: Papers in Refereed Conference Proceedings
Area of Research: Marketing

Marketing the 'forest primeval': The development of romantic tourism in the Land of Evangeline, 1847 to 1920
Neilson, L.C. (2003), "Marketing the 'forest primeval': The development of romantic tourism in the Land of Evangeline, 1847 to 1920". Eric Shaw (ed.), Proceedings of the 11th Conference on Historical Analysis and Research in Marketing, East Lansing, Michigan: Association for Historical Research in Marketing, March, 234-245. (Received the David D. Monieson Best Student Paper Award).
Publication Type: Papers in Refereed Conference Proceedings
Area of Research: Business and Society, Marketing

Critical Theory in MIS Research: An Exploration
Publication Type: Papers in Refereed Conference Proceedings
Area of Research: Information Systems

The Development of Marketing in the Canadian Museum Community: 1840-1989
Publication Type: Papers in Refereed Conference Proceedings
Area of Research: Marketing

The politics of culture: expressions of nation at the Canadian Museum of Civilization
Publication Type: Presentations at Conferences
Area of Research: Other

Female Cyborgs in Film: Heeding the Siren Call
Neilson, L.C. (2000), "Female Cyborgs in Film: Heeding the Siren Call". Canadian Sociology and Anthropology Association, Congress of the Social Sciences and Humanities, Edmonton, AB, May.
Publication Type: Presentations at Conferences
The Canadian Museum of Civilization: A Case Study in the Application of New Information Technology


Publication Type: Presentations at Conferences
Area of Research: Information Systems

Review of Cyberpower. The Culture and Politics of Cyberspace and the Internet


Publication Type: Other Professional Publications