

Scott Rader

Associate Professor at Western Carolina University

Cullowhee, NC, US

Charles ?Scott? Rader has entrepreneurial work experience in the areas of information technology product development and management.

Biography

Charles ?Scott? Rader has over 25 years of corporate and entrepreneurial work experience in the areas of information technology product development and management, web and mobile marketing design and execution, customer communications and relationship management, and advanced marketing and consumer behavior research. Career highlights include pioneering online chat and bulletin board technology platforms for Prodigy customer service during the advent of the World Wide Web, establishing market research and executive education programs for PricewaterhouseCoopers Indochina, and leading the development, launch, and customer support for ?Sprinks? (sponsored links), an online cost-per-click (CPC) advertising application ultimately integrated into the Google AdWords system. Dr. Rader has lived, worked, taught, and conducted research in New York City, Minnesota, Tennessee, Mexico, Japan, China, Thailand, Philippines, and Vietnam for organizations including IBM, NTT/DoCoMo Japan, Recruit Japan, Prodigy, About.com, 3M, Sprint Wireless, Quang Dung Corp., and consulting firm PricewaterhouseCoopers. During his graduate studies, he was principal and marketing consultant for two start-up ventures in Nha Trang, Vietnam. Dr. Rader continues to conduct on-site social media marketing consulting in Japan and Southeast Asia. Dr. Rader received his Ph.D. and MBA, both with concentrations in Marketing, from the University of Tennessee at Knoxville. He received his Bachelor of Arts degree with honors, majoring in Communications/Media Studies with a minor in East Asian Studies, from the State University of New York (SUNY) at Purchase College. He is a former IT specialist certified in multiple IT platforms, versed in web development (HTML5/CSS3/scripts), Adobe Creative Suite, and Ableton Live audio software.

Industry Expertise

Research, Education/Learning

Areas of Expertise

Literary Deconstruction in Consumption Meanings, Ethnographic Exploration of Experiential Consumption, Postmodern Consumer Culture, Postmodern Consumption, Social Media Marketing

Event Appearances

Social Media Strategy: Consumer Behavior Implications

JB Media Institute Social Media Marketing Program

Creativity and Innovation in 21st Century Education

UNESCO (United Nations Educational, Scientific and Cultural Organization) ICT Conference

Social Media Marketing for Summer Sessions

North Carolina Association of Summer Sessions

Education

University of Tennessee Knoxville

Ph.D. Marketing

University of Tennessee Knoxville

M.B.A. Marketing

State University of New York at Purchase

B.A. Media Studies

Accomplishments

Chancellor's Distinguished Teaching Award

2015

BB&T Ethics and Capitalism Scholarship Award

2014

Graduate Teaching Award

2013 Western Carolina University COB

[Please click here to view the full profile.](#)

This profile was created by [Expertfile.](#)