

Access to Experts

John Pelozo

Professor
Simon Fraser University

John Pelozo is a professor with Simon Fraser University in Vancouver, Canada. His research interests include corporate social responsibility (CSR) and pro-social consumer behavior. His research has been published in top management and marketing journals including Journal of Management, Journal of Marketing, Journal of the Academy of Marketing Science, California Management Review, Journal of Business Ethics, Journal of Public Policy & Marketing, and others. His particular interest is in how CSR can impact firm financial performance. Prior to his academic career Pelozo worked in the marketing communications industry for more than 10 years.

Contact Carol Courter, Manager, Corporate Communications, +1 212 339 0232, courter@conferenceboard.org

The Conference Board is a global, independent business membership and research association working in the public interest. Our mission is unique: to provide the world's leading organizations with the practical knowledge they need to improve their performance and better serve society. The Conference Board is a non-advocacy, not-for-profit entity holding 501 (c)(3) tax-exempt status in the United States of America.

www.conference-board.org

Publications by John Pelozo

Director Notes

- [Investing in CSR to Enhance Customer Value](#)
15 February, 2011