

# JENNIFER J. ARGO

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## EDUCATION

- Ph.D.* Marketing  
University of Manitoba, Winnipeg, Manitoba, Canada, 2003
- B.Comm.(Hons.)* International Business  
University of Manitoba, Winnipeg, Manitoba, Canada 1999

## PROFESSIONAL AND ACADEMIC EXPERIENCE

- 2014-present *Professor*, University of Alberta  
Carthy Professor of Marketing
- 2018-2019 *Visiting Professor*, Rotterdam School of Management, Erasmus University
- 2011-2014 *Professor*, University of Alberta  
George M. Cormie Professor of Marketing
- 2007-2011 *Associate Professor*, University of Alberta
- 2010 *Visiting Associate Professor*, University of Colorado at Boulder
- 2009 *Visiting Associate Professor*, Duke University
- 2003-2007 *Assistant Professor*, University of Alberta  
Roger S. Smith Assistant Professor of Business
- 2003 *Lecturer*, University of British Columbia, Vancouver, Canada
- 2002 *Lecturer*, University of Manitoba, Winnipeg, Canada
- 2001 *Teaching Assistant*, University of Manitoba, Winnipeg, Canada
- 2001 *Consultant*, National Research Council, Winnipeg, Canada
- 1998-2001 *Research Assistant*, University of Manitoba, Winnipeg, Canada.

## RESEARCH PUBLICATIONS

### Editorial

Block, Lauren, Jennifer J. Argo, and Thomas Kramer (2021), "The Science of Consumer Psychology," *Journal of Consumer Psychology*, 31(1).

### Journal Publications

Argo, Jennifer J. and Darren W. Dahl (2020), "Social Influence in the Retail Context: A Contemporary Review of the Literature," *Journal of Retailing*, 96(1), 25-39.

Argo, Jennifer J. (2020), "A Contemporary Review of Three Types of Social Influence in Consumer Psychology," *Consumer Psychology Review*, 3, 126-140.

Wang, Chen, Ravi Mehta, Rui (Juliet) Zhu, and Jennifer J. Argo (2019), "Dim or Bright? The Impact of Ambient Illuminance on Consumer Response to Innovative Solutions," *Journal of the Association for Consumer Research*, 4(3), 293-303.

Morales, Andrea C., Darren W. Dahl, and Jennifer J. Argo (2018), "Amending the Law of Contagion: A General Theory of Property Transference," *Journal of the Association for Consumer Research*, 3(4), 555-565.

Vallen, Beth, Karthik Sridhar, Daniel Rubin, Veronika Ilyuk, Lauren Block, and Jennifer J. Argo (2018), "Shape- and Trait-Congruency: Using Appearance-based Cues as a Basis for Product Recommendations," *Journal of Consumer Psychology*, 29(2), 271-284.

Lee, Leonard, Jeffrey J. Inman, Jennifer J. Argo, Tim Bottger, Utpal Dholakia, Timothy Gilbride, Koert van Ittersum, Barbara Kahn, Ajay Kalra, Donald R. Lehmann, Leigh M. McAlister, Venkatesh Shankar, and Clair I. Tsai (2018), "From Browsing To Buying and Beyond: The Needs-Based Shopper Journey Model," *Journal of the Association for Consumer Research*, 3(3), 277-93.

Swait, Joffre, Jennifer J. Argo, and Lianhua Li (2018), "Modeling Simultaneous Multiple Goal Pursuit and Adaptation in Consumer Choice," *Journal of Marketing Research*, 55(3), 352-67.

White, Katherine, Madelynn Stackhouse, and Jennifer J. Argo (2018), "When Social Identity Leads to the Selection of Identity-Reinforcing Options: The Role of Public Self-Awareness," *Organizational Behavior and Human Decision Processes*, 144, 60-73.

Argo, Jennifer J. and Darren Dahl (2018), "Standards of Beauty: The Impact of Mannequins in the Retail Context," *Journal of Consumer Research*, 44(5), 974-90.

- Lin, Lily, Darren Dahl and Jennifer J. Argo (2017), "Refining the Tightness and Looseness Framework with a Consumer Lens," *Journal of Consumer Psychology*, 27 (3), 392-7.
- Trudel, Remi, Jennifer J. Argo, and Matthew Meng (2016), "The Recycled Self: Consumers' Disposal Decisions of Identity-Linked Products," *Journal of Consumer Research*, 43(2), 246-64.
- Trudel, Remi, Jennifer J. Argo, and Matthew Meng (2015), "Trash or Recycle? How Product Distortion Leads to Categorization Error During Disposal," *Environment & Behavior*, 48(7), 966-85.
- White, Katherine Bonnie Simpson, and Jennifer J. Argo (2014), "The Motivating Role Of Dissociative Outgroups in Encouraging Positive Consumer Behaviors," *Journal of Marketing Research*, 51 (4), 433-447.
- McFerran, Brent and Jennifer J. Argo (2013), "The Entourage Effect," *Journal of Consumer Research*, 40 (5), 871-884.
- Trudel, Remi and Jennifer J. Argo (2013), "The Effect of Product Size and Form Distortion on Consumer Recycling Behavior," *Journal of Consumer Research*, 40 (4), 632-643.
- Zhu, Rui (Juliet) and Jennifer J. Argo (2013), "Exploring the Impact of Various Shaped Seating Arrangements on Persuasion," *Journal of Consumer Research*, 40 (2), 336-49. (equal author)
- Lin, Lily, Darren Dahl and Jennifer J. Argo (2013), "Do the Crime, Always Do the Time? Insights into Consumer-to-Consumer Punishment Decisions," *Journal of Consumer Research*, 40(1), 64-77.
- Dolcos, Sanda, Keen Sung, Jennifer J. Argo, Sophie Flor-Henry, and Florin Dolcos (2012), "The Power of a Handshake: Neural Correlates of Evaluative Judgments in Observed Social Interactions," *Journal of Cognitive Neuroscience*, 24(12), 2292-2305.
- White, Katherine, Jennifer J. Argo, and Jaideep Sengupta (2012), "Associative Versus Dissociative Responses to Social Identity Threat: The Role of Consumer Self-Conceptualization," *Journal of Consumer Research*, 39 (4), 704-719.
- Reprinted in the *Journal of Consumer Research Curations*, "Social Identity and Consumer Behavior, Winter 2012.
- Argo, Jennifer J. and Katherine White (2012), "When Do Consumers Eat More? The Role of Appearance Self-Esteem and Food Packaging Cues" *Journal of Marketing*, 76(March), 67-80.

- Argo, Jennifer J. and Baba Shiv (2012), "Are White Lies as Innocuous as We Think?" *Journal of Consumer Research*, 38(6), 1093-1102.
- Dahl, Darren W., Jennifer J. Argo, and Andrea Morales (2012), "Social Information in a Retail Environment: The Importance of Referent Identity, Product Consumption, and Self-Esteem," *Journal of Consumer Research*, 38(5), 860-871. (share equal authorship with Dahl).
- White, Katherine and Jennifer J. Argo (2011), "When Imitation Doesn't Flatter: The Role of Consumer Distinctiveness in Response to Mimicry," *Journal of Consumer Research*, 38 (4), 667-680. (equal authorship).
- Reprinted in the *Journal of Consumer Research Curations*, "Social Influence and Consumer Behavior, Spring 2013.
- Kurt, Didem, J. Jeffrey Inman, and Jennifer J. Argo (2011), "How Shopping with Friends Promotes Consumer Spending," *Journal of Marketing Research*, 48 (4), 741-754.
- Argo, Jennifer J. Darren W. Dahl, and Katherine White (2011), "Deceptive Strategic Identity Support: Misrepresentation of Information to Protect another Consumer's Public Self-Image" *Journal of Applied Social Psychology*, 41(11), 2753-2767
- Sung Keen, Sanda Dolcos, Sophie Flor-Henry, Crystal Zhou Claudia Gasior, Jennifer J. Argo, and Florin Dolcos (2011), "Brain Imaging Investigation of the Neural Correlates of Observing Virtual Social Interactions," *Journal of Visualized Experiments*, 53, [doi: 10.3791/2379](https://doi.org/10.3791/2379).
- Argo, Jennifer J., Monica Popa, and Malcolm C. Smith (2010), "The Sound of Brands," *Journal of Marketing*, 74 (4), 97-109.
- Levav, Jonathan and Jennifer J. Argo (2010), "Physical Contact and Financial Risk-Taking," *Psychological Science*, 21 (6), 804-810 (equal authorship).
- White, Katherine and Jennifer J. Argo (2009), "Social Identity Threat and Consumer Preferences," *Journal of Consumer Psychology*, 19 (3), 313-325.
- Argo, Jennifer J. and Kelley J. Main (2008), "Stigma-by-Association in Coupon Redemption: Looking Cheap Because of Others," *Journal of Consumer Research*, 35(4), 559-572. (lead article)
- Argo, Jennifer J., Darren W. Dahl, and Andrea C. Morales (2008), "Positive Consumer Contamination: Responses to Attractive Others in a Retail Context," *Journal of Marketing Research*, 45(6), 690-701.
- Argo, Jennifer J., Juliet Zhu, and Darren W. Dahl, (2008), "Fact or Fiction: An Investigation of Empathy Differences in Response to Emotional Melodramatic Entertainment," *Journal of Consumer Research*, 34(5), 614-623.

- Argo, Jennifer J., Katherine White, and Darren W. Dahl (2006), "Social Comparison Theory and Deception in the Interpersonal Exchange of Consumption Information," *Journal of Consumer Research*, 33(1), 99-108.
- Argo, Jennifer J., Darren W. Dahl, and Andrea C. Morales (2006), "Consumer Contamination: How Consumers React to Products Touched by Others," *Journal of Marketing*, 70(2), 81-94.
- Argo, Jennifer J., Darren W. Dahl, and Rajesh V. Manchanda (2005), "The Influence of a Mere Social Presence in a Retail Context," *Journal of Consumer Research*, 32 (September), 207-212.
- Argo, Jennifer J. and Kelley J. Main (2004), "A Meta-Analysis of The Effectiveness of Warning Labels," *Journal of Public Policy & Marketing*, 23(2), 193-208.
- Main, Kelley J., Jennifer J. Argo, and Bruce A. Huhmann, (2004), "Pharmaceutical Advertising in the USA: Information or Influence?" *International Journal of Advertising*, 23(1), 119-142.
- Dahl, Darren W., Rajesh V. Manchanda, and Jennifer J. Argo (2001), "Embarrassment in Consumer Purchase: The Roles of Social Presence and Purchase Familiarity," *Journal of Consumer Research*, 28(3), 473-481.

#### BOOK CHAPTERS

- Argo, Jennifer J. (2019), "The Role of Identity Relevance in the Retail Environment," in *Handbook of Research on Identity Theory in Marketing*, Eds Americus Reed II and Mark Forehand, Edward Elgar Publishing, Ltd: USA.

#### PAPERS IN REFEREED CONFERENCE PROCEEDINGS

- Mesler, Rhiannon, Bonnie Simpson, and Jennifer Argo (2019), "Where Beauty Meets Ideology: Why Conservatives (but not Liberals) Lend More Generously to Attractive Borrowers" in *Proceedings of the Society for Consumer Psychology 2019 Winter Conference*, Savannah, Georgia.
- McFerran, Brent and Jennifer Argo (2019), "The Value of a VIP's Guest: Word-of-Mouth Reactions to Preferential Treatment," in *Proceedings of the Society for Consumer Psychology 2019 Winter Conference*, Savannah, Georgia.
- Rawal, Saurabh, Robert Fisher, and Jennifer Argo (2019), "To Sell or to Donate: Why Special Possessions Are Donated and Not Sold," in *Proceedings of the Society for Consumer Psychology 2019 Winter Conference*, Savannah, Georgia.

- Weber, Virginia, Jennifer Argo, and Sarah Moore (2018) “When Recommendations Go Wrong: The Impact of Egocentrism and Negative Feedback on Word of Mouth,” in *Proceedings of the Society for Consumer Psychology 2018 Winter Conference*, Dallas, Texas.
- Xu, Lidan, Ravi Mehta, and Jennifer Argo (2017), “Can Conspicuous Consumption Experience Affect Consumer Creativity,” in *NA-Advances in Consumer Research*, 45, Ayelet Gneezy, Vladas Griskevicius, and Patti Williams (eds.), San Diego, California, 175-180.
- Meng, Matthew D., Remi Trudel, and Jennifer J. Argo (2015), “The Effect of Self-Identity on Recycling Behavior,” in *Proceedings of the Society for Consumer Psychology 2015 Winter Conference*, Phoenix, Arizona.
- Rubin, Daniel, Beth Vallen, Veronika Ilyuk, Lauren Block, and Jennifer J. Argo (2014) “Packages That Look Like You: The Effect of Customer Body Size on Product Recommendations,” in *Proceedings of the Society for Consumer Psychology 2014 Winter Conference*, Miami, Florida.
- McFerran Brent and Jennifer J. Argo (2014), “The Entourage Effect,” in *Proceedings of the Society for Consumer Psychology 2014 Winter Conference*, Miami, Florida.
- Simpson, Bonnie, Katherine White and Jennifer J. Argo (2014), “The Motivating Role of Dissociative Outgroups in Encouraging Sustainable Consumer Behaviors,” in *Proceedings of the Society for Consumer Psychology 2014 Winter Conference*, Miami, Florida.
- Matthews, Madelynn, Katherine White and Jennifer J. Argo (2013), “Self-Verification through Identity-Association: The Effects of Publicly Versus Privately Communicated Social Identity Threats on Consumer Preferences,” in *Proceedings of the Society for Consumer Psychology 2013 Winter Conference*, San Antonio, Texas.
- Wang, Chen, Ravi Mehta, Rui (Juliet) Zhu, and Jennifer J. Argo (2012), “Dim or Bright? The Influence of Illuminance on Creativity,” in *Proceedings of the Society for Consumer Psychology 2012 Winter Conference*, Las Vegas, Nevada.
- Schmid, Christian, Jennifer J. Argo, and Gerald Haubl (2012), “My Treat! Choosing What to Consume when Someone Else is Paying,” in *Proceedings of the Society for Consumer Psychology 2012 Winter Conference*, Las Vegas, Nevada.
- Popa, Monica and Jennifer J. Argo (2011), “Social Treatment and Its Impact on Consumer Behavior,” in *Proceedings of the Society for Consumer Psychology 2011 Winter Conference*, Atlanta, Georgia.
- McFerran, Brent and Jennifer J. Argo (2011), “The Status By Association Effect,” in *Proceedings of the Society for Consumer Psychology 2011 Winter Conference*, Atlanta, Georgia.

- White, Katherine, Jennifer J. Argo, and Jaideep Sengupta (2011), "When do Consumers Bolster Their Preferences in the Face of Threat? The Role of Self-Construal and Collective Identity Activation," in *Proceedings of the Society for Consumer Psychology 2011 Winter Conference*, Atlanta, Georgia.
- Kurt, Didem, J. Jeffrey Inman, and Jennifer J. Argo (2009), "How Shopping with Friends Affects Consumer Spending," in *Proceedings of the Society for Consumer Psychology 2009 Winter Conference*, San Francisco, California.
- White, Katherine and Jennifer J. Argo (2007), "When Shift Happens: Social Identity Threat and Consumer Preferences," in *Proceedings of the Society for Consumer Psychology 2007 Winter Conference*, Las Vegas, Nevada.
- Argo, Jennifer J. Darren W. Dahl, Andrea C. Morales (2006), "Consumer Contamination: How Consumers React to Products Touched by Others," in *Proceedings of the Society for Consumer Psychology 2006 Winter Conference*, Miami, Florida.
- Argo, Jennifer J. and Kelley J. Main (2004), "The Impact of Coupon Value, Purchase Recipient, and Time of Redemption on What I Think They Think of Me: An Investigation of Metaperceptions in Coupon Redemption Situations," in *Proceedings of the Society for Consumer Psychology 2004 Winter Conference*, Amar Cheema, Scott Hawkins, and Joydeep Srivastava (eds), San Francisco, California, 100-104.
- Huhmann, Bruce A. and Jennifer J. Argo (2003) "Depictions of Gender Roles and Social Power in African and North American Magazine Advertisements," in *Proceedings of the 2003 Conference of the American Academy of Advertising*, Les Carlson (ed), Broomfield, Colorado, 7-8.
- Argo, Jennifer J. and Kelley J. Main (2002), "I'm Not Cheap, But If I Use This Coupon I Believe You're Going to Think I Am: The Influence of Metaperceptions Upon Coupon Redemption," in *Administrative Science Association of Canada Conference Proceedings*, Edward R. Bruning (ed.), Winnipeg, Manitoba, 53-61.
- Bruning, Edward R., Jennifer J. Argo, and Kelley J. Main (2001), "An Exploration of Antecedents and Consequences of Market Orientation for Canadian Exporters," in *Administrative Science Association of Canada Conference Proceedings*, Rajesh V. Manchanda (ed.), London, Ontario, 1-10.
- Argo, Jennifer J. and Mary E. Brabston (2000), "Electronic and Non-Electronic Commerce: A Framework for Choosing Demand Models," in *Proceedings of the 15<sup>th</sup> Annual Conference of the International Academy for Information Management*, Camille Rogers (ed.), Brisbane, Australia, 335-341.

## CONFERENCE PRESENTATIONS

- “Rediscovering Consumer Wastefulness,” with Saurabh Rawal and Robert Fisher, Society for Consumer Psychology, Huntington Beach, California, 2020.
- “Creditworthiness is in the Eye of the Beholder: How Consumers’ Own Attractiveness Shapes Generosity toward [Un]Attractive Microloan Borrowers,” with Rhiannon MacDonnell Mesler and Ali Besharat, Association for Consumer Research, Atlanta, Georgia, 2019.
- “The Impact of Feedback on Recommendations: What Happens When Others Dislike the Recommendation,” with Virginia Weber and Sarah Moore, Association for Consumer Research, Atlanta, Georgia, 2019.
- “Beyond Identity Salience,” Knowledge Forum panel member, Association for Consumer Research, Atlanta, Georgia, 2019.
- “What is The DNA of a Fantastic Article,” Workshop panel member, Association for Consumer Research, Atlanta, Georgia, 2019.
- “Sharing Stories: Celebrating Five Decades of ACR,” panel member, Association for Consumer Research, Atlanta, Georgia, 2019.
- “The Value of a VIP’s Guest: Word-of-Mouth Reactions to Preferential Treatment,” with Brent McFerran, CBSIG, Bern, Switzerland, 2019.
- “To Sell or to Donate: Why Special Possessions Are Donated and Not Sold,” with Saurabh Rawal and Robert Fisher, Association for Consumer Research – Asia-Pacific, Ahmedabad India, 2019.
- “Felt Status, Social Contagion, and Consumer Word-of-Mouth in Preferential Treatment Contexts,” with Brent McFerran, Association for Consumer Research, Dallas, Texas, 2018.
- “Dimming the Light Offers a Creative Lens: The Impact of Ambient Illuminance on Creativity Assessment,” with Chen Wang, Ravi Mehta, and Juliet Zhu, Association for Consumer Research, Dallas, Texas, 2018.
- “The Effect of Textual Paralanguage on Brand Warmth,” with K.B. Koo and Sarah Moore, Society for Consumer Psychology, Dallas, Texas, 2018.
- “To Sell or to Donate: Why Special Possessions Are Donated and Not Sold?” with Saurabh Rawal and Robert Fisher, Society for Consumer Psychology, Dallas, Texas, 2018.
- “When Recommendations Go Wrong: The Impact of Egocentrism and Negative Feedback on Word of Mouth,” with Virginia Weber and Sarah Moore, Society for Consumer Psychology, Dallas, Texas, 2018.

- “The Impact of Introducing Others to a Shared Consumption Experience,” with Virginia Weber and Sarah Moore, Society for Consumer Psychology, San Francisco, California 2017.
- “Exploring Fling Relationships with Rented Products,” with Li Huang and Natalie Truong, Association for Consumer Research, San Diego, California, 2017.
- “Can Conspicuous Consumption Experience Affect Consumer Creativity?” with Lidan Xu and Ravi Mehta, Association for Consumer Research, San Diego, California, 2017.
- “When Is More Better? Will How Many People Ask Affect the Outcome?” with Sara penner and Kelley Main, Association for Consumer Research, San Diego, California, 2017.
- “The Effect of Service Providers’ Attractiveness on Consumers’ Preferences for Status Quo,” with Natalie Truong and George Christopoulos, Association for Consumer Research, San Diego, California, 2017.
- “The Excitement of Rentals,” with Li Huang and Natalie Truong, Society for Consumer Psychology, St. Petersburg Florida 2016.
- “The Effect of Self-Identity on Recycling Behavior,” with Matthew D. Meng and Remi Trudel, Society for Consumer Psychology, Phoenix, Arizona, 2015.
- “The Role of Self-Identity in Consumer Disposal Decisions” with Remi Trudel and Matthew Meng, La Londe Consumer Behavior Conference; La Londe, France, 2015.
- “The Role of Self-Identity in Consumer Disposal Decisions” with Remi Trudel and Matthew Meng, Marketing & Public Policy Conference; Washington, DC, USA, 2015.
- “The Influence of Social Identity on Disposal Behavior,” with Remi Trudel and Matthew Meng, Association for Consumer Research, New Orleans, Louisiana, October 2015.
- “The Last One on Roll Call, the Last One to Leave the Store: The Last Name Effect and Unplanned Shopping,” with Didem Kurt and J. Jeffrey Inman, Association for Consumer Research, New Orleans, Louisiana, October 2015.
- “How Do I Love Thee (And Who Should I Tell?) – The Implications of Emotional Suppression Due to Audience Size,” with Virginia Weber, Sarah Moore, and Rhiannon MacDonnell, Association for Consumer Research, New Orleans, Louisiana, October 2015.
- “The Public Heart: the Impact of Sharing Emotions on Social Media,” with Virginia Weber, Sarah G. Moore, and Rhiannon MacDonnell, Association for Consumer Research, Baltimore, Maryland, October 2014.
- “How Self-Construal and Social Presence Influence Information Processing,” with Utku Akkoc, Association for Consumer Research, Baltimore, Maryland, October 2014.

- “The Influence of Self-Identity on Consumer Recycling Behavior,” with Remi Trudel and Matthew D. Meng, Association for Consumer Research, Baltimore, Maryland, October 2014.
- “How Others' Body Height Affects Product Evaluations,” with Utku Akkoc, Society for Consumer Psychology, Miami, Florida, March 2014.
- “Getting Rid of Possessions to Get Back at People: Rejection and Consumer Disposal,” with Virginia Weber and Jonah Berger, Association for Consumer Research, Chicago, Illinois, October 2013.
- “The Impact of Comparison with Others on Creativity Outcomes,” with Ke (Christy) Tu, Association for Consumer Research, Chicago, Illinois, October 2013.
- “Hiding the Food From Your Customers: Use of Surprise in Food Presentation,” with Hua (Olivia) Lian, Association for Consumer Research, Chicago, Illinois, October 2013.
- “Not Like Everyone Else: The Role of Consumer Cause-Related Identity and Uniqueness in Consumer Donation Intentions and Behaviors,” with Rhiannon MacDonnell and Bonnie Simpson, Association for Consumer Research, Chicago, Illinois, October 2013.
- “The Effect of Anticipated Future Consumption Amount on Food Consumption Experience,” with Hua (Olivia) Lian and Gerald Haubl, Association for Consumer Research, Chicago, Illinois, October 2013.
- “Role of Imagined Consumer Contamination,” with Jessica Gerard, Association for Consumer Research, Chicago, Illinois, October 2013.
- “Wow You're Tall! Effects of Others' Body Height on Consumer Product Evaluations,” with Utku Akkoc, Association for Consumer Research, Chicago, Illinois, October 2013.
- “Lucky Financial Advisor: How Luck Perceptions Influence Consumer Investment Decisions,” with Peter Darke and Monica Popa, Association for Consumer Research, Chicago, Illinois, October 2013.
- “The Public Heart: The Effect of Broadcasting on Emotional Intensity and Well-Being,” with Virginia Weber, Sarah Moore, and Rhiannon MacDonnell, Association for Consumer Research, Chicago, Illinois, October 2013.
- “The Impact of Comparisons with Others on Creativity,” with Ke Tu, Society for Consumer Psychology, San Antonio, Texas, February 2013.
- “Product Abandonment and Acquisition as Responses to Social Rejection,” with Virginia Weber and Jonah Berger, Society for Consumer Psychology, San Antonio, Texas, February 2013.

- “Status by Association,” with Brent McFerran, Association for Consumer Research, Vancouver, British Columbia, October 2012.
- “Do the Crime, Always do the Time? Insights into Consumer-to-Consumer Punishment Decisions,” with Lily Lin and Darren Dahl, Association for Consumer Research, Vancouver, British Columbia, October 2012.
- “The Effects of Physical Constraints on Creativity,” with Ke (Christy) Tu, Association for Consumer Research, Vancouver, British Columbia, October 2012.
- “Your Cheating Heart: The Negative Impact of Sales Promotions on Loyalty,” with Olga Bullard and Kelley Main, Association for Consumer Research, Vancouver, British Columbia, October 2012.
- “Social Treatment and Its Impact on Consumer Behavior,” with Monica Popa, Association for Consumer Research, St Louis, Missouri, October 2011.
- “Using Space as a Weapon: The Effects on Social Norm Violations on Consumer Territorial Defense” with Lily Lin and Darren W. Dahl, Association for Consumer Research, Jacksonville, Florida, October 2010.
- “When do Consumers Bolster Their Preferences in the Face of Threat? The Role of Self-Construal and Collective Identity Activation,” with Katherine White and Jaideep Sengupta, Association for Consumer Research, Jacksonville, Florida, October 2010.
- “Social Treatment and Its Impact on Consumer Behavior,” with Monica Popa, Association for Consumer Research, Jacksonville, Florida, October 2010.
- “Physical Contact Increases Financial Risk-Taking,” with Jonathan Levav, Behavioral Decision Research in Management, Pittsburgh, Pennsylvania, June 2010
- “Meeting the Right Person at the Right Time: The Role of Time Perspective in Interpersonal Communication,” with Anne-Laure Sellier and Edith Shalev, Society for Consumer Psychology, St. Pete’s Beach, February 2010.
- “Neural Mechanisms Underlying the Impact of Social Interactions on Decision Making: An fMRI Investigation,” with Keen Sung, Sanda Dolcos, Ekaterina Denkova, Takahiko Masuda and Florin Dolcos, Society for Personality and Social Psychology, Las Vegas, January 2010.
- “You Copied! The Negative Implications of Uniqueness Violations,” with Katherine White, Society for Personality and Social Psychology, Las Vegas, January 2010.
- “Cultural Differences in Reactions to Social Identity Threat: When Does Identity Bolstering Occur?” with Katherine White, Cross Cultural Research Conference, Puerto Vallarta, December 2009.

- “Physical Contact Increases Financial Risk-Taking,” with Jonathan Levav, Society for Judgment and Decision-Making, Boston, November 2009.
- “Once More, With Feeling: The Effect of Touch on Risk-Taking,” with Jonathan Levav, Association for Consumer Research, Pittsburgh, Pennsylvania, October 2009.
- “How Shopping with Friends Affects Consumer Spending,” with Didem Kurt, and J. Jeffrey Inman, Association for Consumer Research, Pittsburgh, Pennsylvania, October 2009.
- “The Morphing Self: Changing Self-concept as a Response to Threats,” with Christian Schmid, Association for Consumer Research, Pittsburgh, Pennsylvania, October 2009.
- “Positive Consumer Contamination: Responses to Attractive Others in a Retail Context,” with Darren W. Dahl and Andrea C. Morales, Association for Consumer Research, Memphis Tennessee, October 2007.
- “Social Identity Threat and Consumer Preferences: The Role of Self-protection,” with Katherine White, Association for Consumer Research, Memphis Tennessee, October 2007.
- “The Morphing Self: Changing Self-concept as a Response to Threats,” with Christian Schmid, Association for Consumer Research, Memphis Tennessee, October 2007.
- “When Social Influences have Far Reaching Implications,” with Monica Popa, Association for Consumer Research, Memphis Tennessee, October 2007.
- “Brand Names and Figures of Speech: Something to Learn from Aristotle?” with Monica Popa and Malcolm C. Smith, *European Association for Consumer Research Conference*, Milan, Italy, July 10-14, 2007.
- “The Morphing Self: Changing Identity as a Response to Self-Threats,” with Christian Schmid, *European Association for Consumer Research Conference*, Milan, Italy, July 10-14, 2007.
- “Hurt by the Ones Who Should Love You the Most: Negative Impacts of Self-Comparative Advertising,” with Douglas Olsen and Christopher Lynch, *European Association for Consumer Research Conference*, Milan, Italy, July 10-14, 2007.
- “Social Identity Threat and Consumer Preference,” with Katherine White, *European Association for Consumer Research Conference*, Milan, Italy, July 10-14, 2007.
- “The Role of Fictionality on Gender Differences in Responses to Emotional Melodramatic Entertainment,” with Juliet Zhu and Darren Dahl, *Association for Consumer Research*, Orlando, Florida, September 28-October 1, 2006.

- “When You Can’t Count on the Numbers: Corporate Fraud, Generalized Suspicion and Investment Behavior,” with Peter R. Darke, *Association for Consumer Research*, San Antonio, Texas, September 29- October 1, 2005.
- “The Negative Stigma of Coupon Redemption,” with Kelley J. Main, *Association for Consumer Research*, San Antonio, Texas, September 29- October 1, 2005.
- “Motives for Deception in Consumer Word-Of-Mouth Communication,” with Katherine White and Darren Dahl, *European Association for Consumer Research Conference*, Göteborg, Sweden, June 15 -18, 2005.
- “The Numbers ~~Never~~ Lie: Effects of Corporate Fraud on Generalized Suspicion and Investment Decisions,” with Peter R. Darke, *European Association for Consumer Research Conference*, Göteborg, Sweden, June 15-18, 2005.
- “Motives for Deception in Consumer Word-Of-Mouth Communication,” with Katherine White and Darren Dahl, *Society for Consumer Psychology*, St. Pete’s Beach, Florida, February 24-26, 2005.
- “When the Numbers Lie: Effects of Corporate Fraud on Generalized Suspicion and Investment Decisions,” with Peter R. Darke, *Society of Personality and Social Psychology Conference*, New Orleans, LA, 2005.
- “A Non-Interactive Social Presence in a Retail Setting: An Investigation of Its Influence on Consumers’ Emotions, Cognitive Performance, and Self-Presentation Behaviors,” with Darren W. Dahl and Rajesh V. Manchanda, *Association for Consumer Research*, Portland, Oregon, October 7 – 10, 2004.
- “Motives for Deception in Consumer Word-of-Mouth Communication,” with Katherine While and Darren W. Dahl, *Association for Consumer Research*, Portland, Oregon, October 7–10, 2004.
- “Are Metaperceptions a Viable Explanation for Low Coupon Redemption Rates,” with Kelley J. Main, *Association for Consumer Research*, Atlanta, Georgia.
- “Warning! Proceed with Caution: A Meta-Analysis of the Effectiveness of Warning Labels,” with Kelley J. Main, *Association for Consumer Research*, Austin, Texas, October 11-14, 2001.
- “The Red-faced Customer: Investigating Embarrassment In the Context of Consumer Purchase,” with Darren W. Dahl and Rajesh V. Manchanda, *Association for Consumer Research*, Salt Lake City, Utah, October 19-22, 2000.
- “Embarrassment in the Consumption Context,” with Darren W. Dahl and Rajesh V. Manchanda, *Administrative Sciences Association of Canada*, Montreal, Quebec, June 8-11, 2000.

## INVITED TALKS

Warwick Business School, Warwick University  
Rotterdam School of Management, Erasmus University  
Frontiers in Marketing Series, Rotterdam School of Management  
Nova School of Business and Economics  
Vienna University of Economics and Business  
Oxford Saïd Business School (research camp)  
Foster School of Business, University of Washington (research camp)  
Columbia Business School, Columbia University  
University of Illinois Urbana-Champaign  
University of Miami (research camp)  
Smith School of Business, Queen's University  
Owen Graduate School of Management, Vanderbilt University (research camp)  
David Eccles School of Business, University of Utah  
Wharton School of the University of Pennsylvania (research camp)  
HEC Paris (research camp)  
Desautels Faculty of Management, McGill University  
ANZMAC Doctoral Consortium Key Note Speaker, Auckland New Zealand  
Smith School of Business, University of Maryland (research camp)  
Stanford Graduate School of Business  
Hong Kong University of Science and Technology (research camp)  
Queensland University of Technology, Brisbane Australia  
Zicklin School of Business, Baruch College (research camp)  
Erasmus University Rotterdam  
INSEAD  
Sauder School of Business, University of British Columbia  
University of Michigan, Ross School of Business  
Booth School of Business, University of Chicago  
Leeds School of Business, University of Colorado at Boulder  
C.T. Bauer College of Business, University of Houston  
MIT  
Carlson School of Management, University of Minnesota  
Southern Methodist University  
Iowa State University  
Concordia University

## ACADEMIC HONOURS AND AWARDS

2019	ACR Doctoral Consortium, Faculty
2018	ACR Doctoral Consortium, Faculty
2017	ACR Doctoral Consortium, Faculty
2016	ACR Doctoral Consortium, Faculty
2015	ACR Pre-tenure Workshop
2014	AMA Sheth Doctoral Consortium, Faculty

2014	Erin Anderson Award, AMA
2013	AMA Sheth Doctoral Consortium, Faculty
2012	Outstanding Reviewer Award, <i>Journal of Consumer Research</i>
2012	SCP Doctoral Consortium, Faculty
2011	ACR Doctoral Consortium, Faculty
2011	SCP Doctoral Consortium, Faculty
2010	Association for Consumer Research Early Career Award for Contributions to Consumer Research
2010	AMA Sheth Doctoral Consortium, Faculty
2009	Outstanding Reviewer Award, <i>Journal of Consumer Research</i>
2009	ACR Doctoral Consortium, Faculty
2008	Outstanding Research Award, School of Business University of Alberta
2007	Marketing Science Institute's 2007 Young Scholar
2007	McCalla Professorship
2007	Faculty of Business Teaching Award
2006	Roger S. Smith Assistant Professor of Business (Winspear Senior Faculty Fellowship)
2004	University of Manitoba Distinguished Dissertation Award
2002	Fellow, AMA Sheth Foundation Consortium
2002-04	Social Sciences and Humanities Research Council Doctoral Fellowship (SSHRC), Government of Canada
2002	ASAC Marketing Division Honourable Mention Award for best paper
2001-02	University of Manitoba Graduate Fellowship, University of Manitoba
2001	University of Manitoba Student Union Scholarship, University of Manitoba
1999-2002	Asper School of Business Ph.D. Fellowship, University of Manitoba
1997-98	International Exchange Scholarship, University of Manitoba

## RESEARCH GRANTS

Social Sciences and Humanities Research Council (SSHRC) Insight Development Grant (2018), \$57,066, "A Spoonful of Sugar: Harnessing Fun to Increase Charitable Donations," Co-Applicant.

Social Sciences and Humanities Research Council (SSHRC) Connection Project (2018), \$17,892, "Brain-to-Society Decision and Behavior Research for Convergent Innovation that Supports Individual and Collective Wealth and Wellbeing," Co-Applicant.

Social Sciences and Humanities Research Council (SSHRC) Insight Grant (2017), \$171,663, "Too Much Space is Feeding Food Waste."

Social Sciences and Humanities Research Council (SSHRC) Insight Grant (2015), \$93,400, "The Public Heart: The Impact of Sharing Emotions on Social Media," Co-applicant.

Social Sciences and Humanities Research Council (SSHRC) Insight Development Grant (2013), \$74,151, "The Role of Product Identity in Recycling Decisions."

Social Sciences and Humanities Research Council (SSHRC) Insight Development Grant (2013), \$68,809, “Crowdfunding the Future: Examining the Implications of Innovative Fundraising in a Digital Era” Co-applicant.

Walmart Seed Grant (2012) \$8,000, “Consumer Shopping Paths.”

Duke-Ispos Center (2012), \$9,600, “Packages that Look Like Me.”

Social Sciences and Humanities Research Council (SSHRC) (2011), \$84,459, “The Impact of Mannequins in a Retail Context.”

Social Sciences and Humanities Research Council (SSHRC) (2011), \$14,128, “Consumers’ Reactions to Friendly Treatment From Service Providers: Paying it Back and Paying it Forward,” Co-applicant.

Social Sciences and Humanities Research Council (SSHRC) (2010), \$68,871, “Multi-Category Solution Sets,” Co-applicant.

Social Sciences and Humanities Research Council (SSHRC) (2010), \$76,847, “Antecedents and Consequences of Status Contagion in a Consumer Context,” Co-applicant.

Social Sciences and Humanities Research Council (SSHRC) (2007), \$102,741, “Positive Consumer Contagion.”

School of Business, University of Alberta SAS Grant (2006), \$1,042, “What is the Cost of an Innocent White Lie?”

Canadian Institute for Health Research (2006), \$175,042, “Intellectual Property Governance and Non-State Actors: The Case of Bill C-9,” Co-applicant.

Canadian Institute for Health Research (2006), \$61,021, “Facing Our Future: Human Genetics, Ethics, Law and Society,” Co-Applicant.

J. D. Muir (2005), \$5,000, “When Shift Happens: Social Identity Threat and Consumer Preferences.”

School of Business, University of Alberta SAS Grant (2005), \$3,500, “Deception to Protect Another Person in a Consumption Context.”

Humanities, Fine Arts and Social Sciences Research Travel Grant (2005), \$1,400, “Motives for Deception in Consumer Word-of-Mouth Communication.”

School of Business, University of Alberta Southam/Edmonton Journal Fellowship Award (2005), \$12,000, “The Impact of Social Contagion on Product Evaluation.”

School of Business, University of Alberta SAS Grant (2004), \$4,105, “Lying in a Consumption Context.”

Humanities, Fine Arts and Social Sciences Research Operating Grant (2004), \$6,718, “An Investigation of the Impact of the Social Setting and Coupon Value on Consumers’ Metaperceptions in a Coupon Redemption Situation.”

Social Sciences and Humanities Research Council (SSHRC) New Scholars Award (2004), \$83,660, “The Impact of Reference Group Status, Proximity, and Social Size on Consumer Satisfaction During a Consumption Experience.”

School of Business, University of Alberta Pearson Fellowship Award (2004), \$12,000, “The Impact of a Non-Interactive Social Presence on Consumer Satisfaction During a Consumption Experience.”

School of Business, University of Alberta SAS Grant (2003), \$2,500, “The Impact of Metaperceptions on Coupon Redemption.”

Asper School of Business Research Grant (2002), \$2500, “The Impact of Social Size and Proximity.”

Asper School of Business Research Grant (2001), \$1885, “Content Analysis of Warning Labels on Advertisements.”

Asper School of Business Research Grant (2000), \$1800, “Social Presence: The Other Impacting Variable in a Consumer’s Selection of a Decision-Making Strategy.”

## **EXTERNAL SERVICES**

- Academic Review Service:
  - Journals
    - 2021 – Co-Editor at the *Journal of Consumer Psychology*
    - 2013-2020 – Associate Editor at the *Journal of Consumer Research*
    - 2019 – Guest Associate Editor at the *Journal of Marketing*
    - 2019-2020 – Editorial Review Board at *Journal of Marketing Research*
    - 2012-2014 – Associate Editor at *Journal of Consumer Psychology*
    - 2015-2020 – Editorial Review Board for *Journal of Consumer Psychology*
    - 2018-2020 – Editorial Review Board for *Journal of Marketing*
    - 2018-present – Editorial Review Board for *Marketing Letters*
    - 2019-present – Ad-hoc reviewer at *International Journal of Research in Marketing*
    - 2008-2013 – Editorial Review Board for *Journal of Consumer Research*
    - 2012-2019 – Ad-hoc reviewer for the *Journal of Marketing Research*
    - 2015-present – Ad-hoc reviewer for the *Journal of the Association for Consumer Research*
    - 2014-2018 – Ad-hoc reviewer for *Management Science*
    - 2014-2018 – Ad-hoc reviewer for *Social Cognition*
    - 2010 – Guest Editor at *Journal of Consumer Psychology*

- 2004-2008 – Ad-hoc reviewer for *Journal of Consumer Research*
- 2008-2018 – Ad-hoc reviewer for *Journal of Marketing*
- 2007-2012 – Ad-hoc reviewer for the *Journal of Consumer Psychology*
- 2009-2011 – Editorial Review Board for *Canadian Journal of Administrative Sciences*
  
- Granting Agencies
  - 2013 – Canadian Research Chair Granting Agency
  - 2007-present – Research Grants Council (RGC) of Hong Kong
  - 2006-present – Social Sciences and Humanities Research Council Faculty Application Assessor
  - 2006 – Social Sciences and Humanities Research Council Graduate Student Assessor
  
- Proposal Competitions
  - 2006-2018 – Assessor for the Society for Consumer Psychology Doctoral Dissertation Competition
  - 2009, 2012, 2014, 2018 – Assessor for the MSI Alden G. Clayton Doctoral Dissertation Proposal Competition
  - 2013, 2014 – Assessor for the ACR/Sheth Doctoral Dissertation Competition
  
- Conferences
  - Association for Consumer Research
    - 2021 President-Elect
    - 2020 Co-Chair for the 51st Annual (1<sup>st</sup> Virtual) Conference
    - 2017 Co-Chair for the Early Career Mentorship Workshop
    - 2014 Early Career Award Committee, Chair
    - 2013-2014 Board Member, Member at Large
    - 2012 Proposed New Journal Task Force
    - 2012 Co-Chair for Doctoral Consortium
    - 2010 Co-Chair for the Working Paper Session
    - 2009, 2011, 2013-2019 Program Committee
    - 2004-2008 Reviewer
  
  - Society for Consumer Psychology
    - 2017 Chair of the Publication Committee (Policy Board for SCP)
    - 2016 President
    - 2011-present Program Committee
    - 2004-2009, 2011-present Reviewer
  
  - APA
    - 2016 President for Division 23
  
- Advisory Roles
  - Committee Member for Ms. Eugina Leung at Rotterdam School of Management (Ph.D. Student)

- Committee Member for Ms. Lily Lin at University of British Columbia (Ph.D. Student)
- Committee Member for Ms. Didem Kurt at University of Pittsburgh (Ph.D. Student)
- Committee Member for Ms. Sutapa Aditya at York University (Ph.D. Student)
- Co-Advisor for Ms. Jessica Gerard at Grenoble University in France (Ph.D. Student)
- Media Coverage
  - Newspaper Coverage: New York Times, Globe and Mail, Wall Street Journal, Washington Post, Edmonton Journal, National Post, Calgary Herald, Winnipeg Free Press, Saskatoon Star-Phoenix, Ottawa Citizen, Windsor Providence, Folio, Gateway
  - Magazine Coverage: Time, Macleans, Fast Company, BusinessWeek, Alberta Venture, Self, Yes, Health, Shape
  - Radio: CBC, Business Shrink, 630 CHED
  - Television: Canada AM, Global National, CityTV, Discovery Channel

## **INTERNAL SERVICES**

- Advisory Roles
  - Faculty Co-Advisor to Mr. Saurabh Rawal (Ph.D. Student)
  - Faculty Co-Advisor to Mr. KB Koo (Ph.D. Student)
  - Faculty Co-Advisor to Ms. Virginia Weber (Ph.D. Student)
  - Faculty Advisor to Ms. Ke (Christy) Tu (Ph.D. Student)
  - Faculty Advisor to Dr. Rhiannon MacDonnell (Post Doc)
  - Faculty Co-Advisor to Ms. Lianhua Li (Ph.D. Student)
  - Faculty Advisor to Ms. Monica Popa (Ph.D. Student)
  - Faculty Co-Advisor to Mr. Christian Schmid (Ph.D. Student)
- Committees
  - Research Chair Committee (2018-2019)
  - Undergraduate Studies Policy Committee (2006-2018)
  - Undergraduate Review Program Committee (2016)
  - Dean Selection Committee (2013)
  - PhD Policy Committee and Department Rep for the students (2011-2013)
  - Research Awards Committee (2012-2013)
  - Canadian Business Leader Award Committee (2012)
  - PhD student Research Lab Coordinator (2010-2013)
  - Executive Committee Member (2011-2012)
  - Chaired PhD Review Committee (2010-2011)
  - Faculty Advisor for University of Alberta Marketing Association (2004-2007)

## **RESEARCH INTERESTS**

- Social Influences
- Social Marketing
- Consumer Identity

## **TEACHING INTERESTS**

- Consumer Behavior
- Strategic Marketing

## **ASSOCIATION MEMBERSHIPS**

- Association for Consumer Research
- Society for Consumer Psychology