

KATIE LAFRENIERE

Alberta School of Business, University of Alberta
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PROFESSIONAL AND ACADEMIC EXPERIENCE

Assistant Professor, Marketing, Alberta School of Business, University of Alberta (2022-present)
Assistant Professor, Marketing, Dhillon School of Business, University of Lethbridge (2019-2022)
Marketing Director, Firestone Restaurant and Bar (2012-2014)
Research Associate, University of Lethbridge (2011-2012)

EDUCATION

Ph.D. Business (Marketing, Research Methods), University of Alberta (2019)
M.Sc. Management (Marketing), University of Lethbridge (2011)
B.Mgt. General Management, University of Lethbridge (2009)
Management Diploma, Lakeland College (2007)

RESEARCH INTERESTS

Communication and Language (e.g., word of mouth, swear words, compliments)
Social Problems (e.g., economic development, unethical behavior, water, stigma, sexual assault)

RESEARCH

(* Student)

Journal Articles

7. Lafreniere, Katherine C., Sarah G. Moore, and Mohamad Soltani (2026), "Giving Thanks: How Managers Should Respond to Compliments in Word of Mouth," *Journal of Marketing*.
<https://doi.org/10.1177/00222429251408347>
6. Luu, Nguyet*, Tanya Drollinger, and Katherine C. Lafreniere (2025), "#WhyIDidntReport My Sexual Violence and its Effect on Social Support," *Culture, Health, and Sexuality*, 27 (7), 900-14.
5. Fisher, Robert J., Katherine C. Lafreniere, and Ernan Haruvy (2025), "Effects of Moral Claims on Charitable Support for the Stigmatized," *Journal of Nonprofit and Public Sector Marketing*, 37 (5), 673-99.
4. Lafreniere, Katherine C., Sarah G. Moore, and Robert J. Fisher (2022), "The Power of Profanity: The Meaning and Impact of Swear Words in Word of Mouth," *Journal of Marketing Research*, 59 (5), 908-25.
 - Select Media Coverage: *Harvard Business Review*, *Wall Street Journal*, *CBC*, *Global*, *CTV*
3. Moore, Sarah G., and Katherine C. Lafreniere (2020), "How Online Word-of-Mouth Impacts Receivers," *Consumer Psychology Review*, 3 (1), 34-59.

2. Lafreniere, Katherine C., Sameer Deshpande, and Henning Bjornlund (2015), "Segmenting and Targeting Irrigators' Preferences regarding Proposed Water Transfers," *Society and Natural Resources*, 28 (4), 423-38.
1. Lafreniere, Katherine C., Sameer Deshpande, Henning Bjornlund, and M. Gordon Hunter (2013), "Extending Stakeholder Theory to Promote Resource Management Initiatives to Key Stakeholders: A Case Study of Water Transfers in Alberta, Canada," *Journal of Environmental Management*, 129, 81-91. (ABDC Ranking: A; impact factor: 8.7)

Book Chapters

3. Lafreniere, Katherine C. and Sarah G. Moore (2023) "Word-of-Mouth and Consumer Psychology," in *The Cambridge Handbook of Consumer Psychology (2nd edition)*, Cait Lamberton, Derek D. Rucker, Stephen A. Spiller, eds. Cambridge University Press, 472 - 99.
2. Lafreniere, Katherine C., Henning Bjornlund, and Sameer Deshpande (2013), "Against the Grain: Segmenting and Profiling Irrigators Opposed to Water Transfers in Alberta, Canada," in *Sustainable Irrigation and Drainage IV: Management, Technologies and Policies*, Henning Bjornlund, Carlos A. Brebbia, and Sarah Wheeler, eds. WIT Press, 459-68.
1. Lafreniere, Katherine C., and Sameer Deshpande (2013), "Decision Framing and the Role of Commitment in Social Choice: Implications for Social Marketing and Communications," in *Contemporary Issues in Social Marketing*, Krzysztof Kubacki and Sharyn Rundle Thiele, eds. Cambridge Scholars Publishing, 95-110.

Submitted and Working Papers

1. "There's Hell to Pay" with Olya Bryksina. 2nd round review at ***Journal of Business Ethics***.
2. "Retail and Reconciliation" with Olya Bryksina, Jennifer J. Argo, and Jessica M. Therrien*. Submitted to ***Journal of Marketing***
3. "Unwrapping Expectations" with Bijit Ghosh* and Olya Bryksina. In preparation for ***Journal of Consumer Psychology***

GRANTS AND FELLOWSHIPS

6. Marketing Strategy for Indigenous Products. *CN Western Economic Research Fellowship, Alberta School of Business*, 2025 (\$30,000)
5. Marketing for Businesses from Marginalized Cultures: Breaking barriers for Indigenous-owned businesses. ***Insight Grant, Social Sciences and Humanities Research Council of Canada***, 2025 (\$144,238), with Jennifer J. Argo and Olya A. Bryksina (co-applicants)
4. Co-Identity Products: Breaking Barriers for Indigenous-Owned Businesses. *Hugh E. Pearson Fellowship, Alberta School of Business*, 2024 (\$15,000)

3. Thanks, but No Thanks: How Firms Should Respond to Positive Word of Mouth. **Insight Development Grant**, Social Sciences and Humanities Research Council of Canada, 2023 (\$61,876), with Sarah G. Moore (co-applicant)
2. Indigenous Marketing, *Endowment Fund for the Future: Support for the Advancement of Scholarship (EFF-SAS) Research Fund*, Alberta School of Business, 2023 (\$3,000)
1. Swear Words in Marketing, *Endowment Fund for the Future: Support for the Advancement of Scholarship (EFF-SAS) Research Fund*, Alberta School of Business, 2022 (\$8,000)

KNOWLEDGE MOBILIZATION

(*Student)

Articles

2. "Swearing in Online Reviews can be Damn Effective," (2022), **Harvard Business Review**, July/August, p. 29-30.
1. Lafreniere, Katherine C., Sarah G. Moore, and Robert J. Fisher (May 31, 2022), "Why It's Helpful to Swear in Customer Reviews," **The Wall Street Journal** (print and online). <https://www.wsj.com/articles/cursing-online-reviews-effectiveness-11653505220>.

Interviews

7. "Retail and Reconciliation," *Presenting our Presence Podcast* (April 13, 2026).
6. "REAX: U.S. President Donald Trump & his recent expletive-laden threats," *880 CHED This Morning with Stacey Brotzel* (April 7, 2026). https://open.spotify.com/episode/40gGPHns4qZmMb0UGxNbNZ?si=1_WDdS1ZQ9-8OAhkXzqOA
5. "Is there more swearing in music today than previous decades?," *CBC Edmonton AM* (May 28, 2025). <https://www.cbc.ca/listen/live-radio/1-17-edmonton-am/clip/16148983-is-swearing-music-today-previous-decades>
4. "New Saskatchewan Roughriders ad using 'girl math' sparks backlash from some fans," *CBC Saskatchewan* (Feb 28, 2024). <https://www.cbc.ca/news/canada/saskatoon/roughriders-saskatchewan-ad-sexist-girl-math-news-cbc-1.7127668>
3. "It's the ultimate revenge!: Sask. animal shelter launches 'Neuter Your Ex' fundraiser," *CBC Saskatchewan* (Feb 7, 2024). <https://www.cbc.ca/news/canada/saskatchewan/it-s-the-ultimate-revenge-sask-animal-shelter-launches-neuter-your-ex-fundraiser-1.7108457>
2. "A F*cking Interesting Marketing Study: The Impact of Profanity in Online Reviews," *Journal of Marketing Research Scholarly Insights* and the *AMA Doctoral Students Special Interest Group* (April 26, 2023). <https://www.ama.org/2023/04/26/a-fcking-interesting-marketing-study-the-impact-of-profanity-in-online-reviews/>

- 1b. "When Profanity Helps Your Brand," (June 30, 2022), *Today in Digital Marketing Podcast*.
<https://todayindigital.com/659-another-f-podcast-episode/>
- 1a. "The Benefits of Profanity in Product Reviews," *Today in Digital Marketing Podcast, Premium Member Exclusive Interview* (July 2, 2022).

Panelist

5. Academic Careers, *Reach for the Stars Networking Event, MacEwan University* (2026)
4. Decolonization in Business Education, *University of Alberta* (2025)
3. "Why Buy Canadian?" *Writers' Guild of Alberta, Controversy at Noon* (May 28, 2025)
<https://youtu.be/fhLOsb5BXcU?si=UiNwDScEwWwOVyWD8>
2. Job Market Advice, *University of Alberta Business PhD Research Conference* (2024)
1. Academic Careers, *Network of Empowered Women Conference* (2023)

Invited Speaker

3. "Retail and Reconciliation," *Winnipeg Art Gallery-Qaumajuq* (April 21, 2026)
2. "The Power of Words," *U of A Days* (Sept 20, 2025)
1. "Career of a University Professor," *Louis St. Laurent Junior and Senior High School* (Feb 20, 2025)

Press Releases

2. "When a customer leaves a 5-star review, don't brag," *University of Alberta Press Release* (Feb 17, 2026). <https://www.ualberta.ca/en/news/spotlights/2026/02-feb/when-customer-leaves-5-star-review-dont-brag.html>
1. "A Little Profanity can Enhance Online Product Reviews: U of A Researcher," *University of Alberta Press Release* (Oct 3, 2022). Global AM 640 [Toronto](#), Global [Halifax](#), Global [Edmonton](#), Global News [The Shift](#), CBC News Edmonton, CBC Radio One Business Desk, CBC's Cost of Living, 630 [CHED](#), CTV [Morning Live](#), CBC [Radio Active](#), [Edmonton Journal/Calgary Herald](#), [Calgary Sun/Edmonton Sun](#), [Troy Media](#), [ICI Radio-Canada](#), [Q107FM Edmonton](#), The Kindersley [Clarion](#), The Portage [Citizen](#), The Rosetown [Eagle](#), Bottom Line Inc. [Magazine](#), Gateway Magazine, New Trail Magazine, Nick Kolenda blog, [phys.org](#), [Folio](#), [MSN.com](#), [YYC Business](#), etc.

Conference Presentations

24. Lafreniere, Katherine C., Olya Bryksina, Jennifer J. Argo, and Jessica M. Therrien* (forthcoming), "Retail and Reconciliation: Correcting Beliefs to Grow Sales of Indigenous Products," *Association for Consumer Research*, Chicago, IL.
23. Ghosh, Bijit*, Katherine C. Lafreniere, and Olya Bryksina (forthcoming), "Unwrapping Expectations: The Feelings and Impact of Opening Multiple Gifts," *Association for Consumer Research*, Chicago, IL.
22. Lafreniere, Katherine C., and Olya Bryksina (forthcoming), "There's Hell to Pay: The Ethical Implications of Swear Words in the Marketplace," *Association for Consumer Research*, Chicago, IL [working paper].

21. Lafreniere, Katherine C., Sarah G. Moore, and Mohamad Soltani (2026), "Giving Thanks: How Managers Should Respond to Compliments in Positive Word-of-Mouth," *American Marketing Association Winter Conference*, Madrid, MD.
20. Ghosh, Bijit*, and Katherine C. Lafreniere (2025), "Challenging Lay Beliefs: Unveiling the Asymmetry Between Givers and Receiver Preferences in Multi-Gift Scenarios," *Association for Consumer Research Conference*, Washington, DC [working paper].
19. Lafreniere, Katherine C. (2025), "Swear Words in the Marketplace Increase Unethical Consumer Behavior," *Association for Consumer Research Conference*, Washington, DC.
18. Lafreniere, Katherine C., Sarah G. Moore, and Mohamad Soltani (2024), "Giving Thanks: How Firms should Respond to Positive Word-of-Mouth," *Society for Consumer Psychology Conference*, Nashville, TN.
17. Lafreniere, Katherine C., Sarah G. Moore, and Mohamad Soltani (2023), "Thanks, but No Thanks: How Firms should Respond to Positive Word-of-Mouth," *Association for Consumer Research Conference*, Seattle, WA.
16. Grewal, Gurinder* and Katherine C. Lafreniere (2023), "FCK, We're Sorry: Self-Construal, Interpersonal Closeness, and Swear Words in Brand Communications," *Society of Consumer Psychology Conference*, San Juan, PR [working paper].
15. Lafreniere, Katherine C., Destiny Lenhardt*, and Rhiannon MacDonnell Mesler (2022), "Swearing in the Context of the Product in Word of Mouth," *Society for Marketing Advances Annual Conference*, Charlotte, NC.
14. Grewal, Gurinder* and Katherine C. Lafreniere (2022), "FCK, We're Sorry: Self-Construal, Interpersonal Closeness, and Swear Words in Brand Communications," *Association for Consumer Research*, Denver, CO [working paper].
13. Grewal, Gurinder* and Katherine C. Lafreniere (2022), "FCK, We're Sorry: Self-Construal, Interpersonal Closeness, and Swear Words in Brand Communications," *International Conference on Language and Social Psychology*, online.
12. Lafreniere, Katherine C. and Sarah G. Moore (2022), "Should Reviewers and Website Moderators Censor Swear Words in Reviews?" *Academy of Marketing Science Conference*, Monterey Bay, CA [Session Chair].
11. Lafreniere, Katherine C. and Sarah G. Moore (2022), "Should Reviewers and Website Moderators Censor Swear Words in Reviews?" *Society of Consumer Psychology Conference*, online.

10. Lafreniere, Katherine C. and Sarah G. Moore (2022), "Should Reviewers and Website Moderators Censor Swear Words in Reviews?" *American Marketing Association Winter Academic Conference*, Las Vegas, NV [Session Chair].
- **Won the 2022 AMA Winter Academic Best in Track Award (Consumer Behavior)**
9. Lafreniere, Katherine C., Sarah G. Moore, and Robert J. Fisher (2021), "The Power of Profanity in Word-of-Mouth," *Society of Consumer Psychology Conference*, online.
8. Lafreniere, Katherine C., Sarah G. Moore, and Robert J. Fisher (2018), "The Power of Potty Mouth in Word-of-Mouth," *Association for Consumer Research Conference*, Dallas, TX.
7. Lafreniere, Katherine C., Sarah G. Moore, and Robert J. Fisher (2018), "The Power of Potty Mouth in Word-of-Mouth," *Rupert's Land Consumer Behaviour Symposium*, Winnipeg, MB.
6. Lafreniere, Katherine C., Sarah G. Moore, and Robert J. Fisher (2018), "The Power of Potty Mouth in Word-of-Mouth," *International Conference on Language and Social Psychology*, Edmonton, AB.
- **Won the Tamar Murachver Top Student Paper**
5. Lafreniere, Katherine C. and Robert J. Fisher (2017), "The Moral Nature of Stigmatization: Mitigating the Negative Effects of Stigma on Helping," *Association for Consumer Research Conference*, San Diego, CA.
4. Lafreniere, Katherine C., Sameer Deshpande, and Kurt K. Klein (2013), "Social Dimensions of Water Policy Choices in Alberta, Canada," *Global Business Conference 2013 Proceedings: Socially Responsible Business and Global/Local Competitiveness*, Goran Vlasic, Zoran Krupka, and Jurica Pavicic, eds. Opatija, Croatia, 166-7.
3. Lafreniere, Katherine C., Henning Bjornlund, and Sameer Deshpande (2012), "Against the Grain: Segmenting and Profiling Irrigators Opposed to Water Transfers in Alberta, Canada," *Fourth International Conference on Sustainable Irrigation and Drainage*, Adelaide, SA.
2. Lafreniere, Katherine C. and Sameer Deshpande (2012), "Decision Framing and the Role of Commitment in Social Choice: Implications for Social Marketing and Communications," *International Social Marketing Conference*, Brisbane, QLD.
1. Lafreniere, Katherine C. and Sameer Deshpande (2011), "The Decision Framing Process in Behavior Choice: Implications for Social Marketing and Communications," *Fifth Conference on Health Communication, Marketing and Media*. Atlanta, GA [working paper].

Research Seminars

7. The Technology, Race, and Prejudice Lab (2026)
6. University of Alberta, Alberta School of Business (2022)
5. Clarkson University, David D. Reh School of Business (2018)
4. University of Lethbridge, Dhillon School of Business (2018)
3. American University, Kogod School of Business (2018)

2. HEC Montréal, Department of Marketing (2018)
1. Oakland University, School of Business Administration (2018)

TEACHING

Undergraduate Courses

Digital Marketing, University of Alberta (2023-present)
 Advanced Marketing Communications and Social Media, University of Lethbridge (2021-2022)
 Introduction to Marketing, University of Alberta (2017), University of Lethbridge (2019-2022)
 Introduction to Marketing Communications and Social Media, University of Lethbridge (2020-2021)
 Social [Change] Marketing, University of Lethbridge (2020)

Doctoral Committees and Supervision

Jessica Therrien (2025-present, co-supervisor)
 Hyeonju Shin (2025-present, co-supervisor)
 Yi Wei (2025-present, co-supervisor)
 Bijit Ghosh (2024, candidacy chair)
 Roghayeh Teimourfamian Asl (2024-present, committee)
 Ardalan Eyni (2024-present, committee)
 Natalie Bolen (2023, candidacy examiner; 2024-present, committee)
 Qiao Liu (2023, candidacy examiner; 2026 dissertation examiner)
 Ozan Ozdemir in Operations (2022, candidacy examiner; 2024, committee)
 Amirreza Faghihinia (2022-2026, committee)

Master's Thesis Committees and Supervision

Bradley McLeod, University of Lethbridge (2024, committee)
 Gurinder Singh Grewal, University of Lethbridge (2022, supervisor)
 Brady Simpson, University of Lethbridge (2022, co-supervisor)
 Nguyet Luu, University of Lethbridge (2020, committee)

Independent Studies

Erika Polishchuk, University of Alberta (graduate, Fall 2025)
 Amirreza Faghihinia, University of Alberta (graduate, Fall 2022)
 Destiny-Hope Lenhardt, University of Lethbridge (undergraduate, Summer 2022)

Applied Studies

Brandt Anderson, University of Lethbridge (Summer 2022)
 Destiny-Hope Lenhardt, University of Lethbridge (Summer 2021)

Guest Lectures

Business 101, Marketing discipline video, University of Alberta (2024)
 Behavior Change Basics Workshop, Institute for Consumer and Social Well-being (2020)
 Major Seminar II: Marketing (Graduate), University of Lethbridge (2020)
 Consumer Behavior, University of Alberta (2015, 2018)

Case Studies with Teaching Guides

5. Lafreniere, Katherine C. and Debra Z. Basil (2019), "Moving Prospective Volunteers through the Stages of Change in Lethbridge, Alberta," in *Social Marketing in Action: Case Studies from Around the World*, Debra Z. Basil, Gonzalo Diaz Meneses, and Michael D. Basil, eds. Springer Publishing.
4. Lafreniere, Katherine C. and Michael Basil (2019), "Vancouver Aquarium and World Wildlife Foundation's Great Canadian Shoreline Cleanup: Increasing Volunteerism by Targeting Social Networks," in *Social Marketing in Action: Case Studies from Around the World*, Debra Z. Basil, Gonzalo Diaz Meneses, and Michael D. Basil, eds. Springer Publishing.
3. Lafreniere, Katherine C. and Debra Z. Basil (2019), "Increasing Self-Efficacy for Sustainable Transportation in Vancouver," in *Social Marketing in Action: Case Studies from Around the World*, Debra Z. Basil, Gonzalo Diaz Meneses, and Michael D. Basil, eds. Springer Publishing.
2. Lafreniere, Katherine C. and Andy McArthur (2019), "Enhancing existing communication channels for large-scale health interventions," in *Social Marketing in Action: Case Studies from Around the World*, Debra Z. Basil, Gonzalo Diaz Meneses, and Michael D. Basil, eds. Springer Publishing.
1. Lafreniere, Katherine C. and Katharine Howie (2019), "Operation Red Nose: Providing a Safe Holiday Ride and Raising Money for Charity through Social Marketing," in *Social Marketing in Action: Case Studies from Around the World*, Debra Z. Basil, Gonzalo Diaz Meneses, and Michael D. Basil, eds. Springer Publishing.

SERVICEProfessional

Ad Hoc Reviewer: Journal of Business Ethics (2026), Journal of Consumer Research (2023, 2025), Journal of the Association for Consumer Research (2025), Marketing Letters (2024), Journal of Business Research (2024)

Competitive Papers Reviewer: Society of Consumer Psychology Conference (2018, 2021-2025), Academy of Marketing Science Annual Conference (2022), Association for Consumer Research Conference (2018)

Organizing Committee: 10th Triennial Team Choice Symposium (2016)

University of Alberta

Impact+ Grant Nominating Committee (2026)

Marketing Research Seminars (2025-present)

CSSH College Dean and Vice-Provost Selection Committee (2025)

Marketing Professor Hiring Committee (2024)

Business Advisory Council (2022-present)

University of Lethbridge

Strategic Planning Committee (2021-2022)

Brand Research Project (2021-2022)

Search Committee (2020-2021)

Technology Committee (2020-2021)

Open House Volunteer (2020)
 Institute for Consumer and Social Wellbeing (2019-2022)
 GFC Library Committee, University of Lethbridge (2019)

Service as a Student

VP Communications, Business Doctoral Association, University of Alberta (2016-2017)
 Councilor (Business PhD), Graduate Students' Association, University of Alberta (2016-2017)
 Marketing Behavior Lab Assistant Coordinator, University of Alberta (2017)
 VP Promotions and Sponsorship, Kinesiology and Physical Education Students' Society, University of Lethbridge (2008-2009)
 Councilor, Academic Council, Lakeland College (2006-2007)
 President, Students' Association, Lakeland College (2006-2007)
 Resident Assistant, Lakeland College (2006-2007)
 Assistant Coach, Lakeland College Basketball Camp (2004-2006)

Community Service

Volunteer, Black Owned Market Edmonton (BOM YEG; 2021)
 Consultant, Blackfoot Women's Empowerment Project (2020)
 Basketball Coach, Rossbrook House (2004)

HONORS AND AWARDS

Best Paper in Track Award (Consumer Behavior), AMA Winter Academic Conference (2022)
 Profiling Alberta's Graduate Students Award, University of Alberta - \$1,500 (2018)
 Tamar Murachver Top Student Paper, ICLASP (2018)
 Joseph-Armand Bombardier Canada Graduate Scholarship (CGS) - \$105,000 (2016-2019)
 President's Doctoral Prize of Distinction, University of Alberta - \$30,000 (2016-2019)
 Indigenous Graduate Student Award, Government of Alberta - \$37,500 (2016-2018)
 Business PhD Sun Life Financial Fellowship, University of Alberta - \$25,000 (2014-2015)
 Business PhD Fellowship, University of Alberta - \$50,000 (2015-2017)
 Faculty of Management, MSc Fellowship, University of Lethbridge - \$9,600 (2009-2010)
 Dean's List of Distinction – Honour Roll (2005-2007, 2009-2010)
 University of Lethbridge Entrance Scholarship - \$500 (2007)
 Willingdon and Area Historical Society Award – Academic Award - \$250 (2007)
 Board of Governors Award, Lakeland College - \$500 (2007)
 Complete Student-Athlete Award, Lakeland College - \$250 (2006)
 Xerox Canada Limited Award – Academic Award - \$250 (2006)
 Most Valuable Player Award – Basketball, Volleyball, and Water Polo (1998-2006)

PUBLICITY

Meet our Researchers, Alberta School of Business social media (2024)
 Research Spotlight, Business Advisory Council newsletter (2022)
 Research Spotlight, Alberta School of Business website and newsletter (2022)