

# KATIE LAFRENIERE

## Curriculum Vitae

Alberta School of Business, University of Alberta  
Business Building, 11211 Saskatchewan Drive NW, Edmonton, AB, T6G 2R6  
Email: klafreni@ualberta.ca <https://orcid.org/0000-0003-3252-4389>

### PROFESSIONAL AND ACADEMIC EXPERIENCE

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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

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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

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Taboos and Vices in Consumer Behavior (e.g., swearwords, censorship, apologies)  
Language (e.g., consumer reviews, social media, semantics)  
Social Problems (e.g., water sharing, stereotypes, sexual violence)

### JOURNAL PUBLICATIONS

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4. Lafreniere, Katherine C., Sarah G. Moore, and Robert J. Fisher (2022), "The Power of Profanity: The Meaning and Impact of Swearwords in Word-of-Mouth," *Journal of Marketing Research*, forthcoming. (FT50; ABDC Ranking: A\*)
  - Media Coverage: *Harvard Business Review* (print), *Folio*, *Bottom Line*, *Today in Digital Marketing*
3. Moore, Sarah G., and Katherine C. Lafreniere (2020), "How Online Word-of-Mouth Impacts Receivers," *Consumer Psychology Review*, 3(1), 34-59 [invited].
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. (impact factor: 2.8)

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: 6.8)

### **BOOK CHAPTERS**

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3. Lafreniere, Katherine C. and Sarah G. Moore (2022) "Word-of-Mouth and Consumer Behavior," in *Handbook of Contemporary Consumer Psychology (2<sup>nd</sup> edition)*, Cait Lambertson, Derek Rucker, Stephen Spiller, eds. Cambridge: Cambridge University Press, forthcoming [invited].
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. Southampton, UK: 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. Newcastle upon Tyne, UK: Cambridge Scholars Publishing, 95-110.

### **RESEARCH IN PROGRESS**

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1. Luu, Nguyet, Tanya Drollinger, and Katherine C. Lafreniere, "Improving Online Support for the Reasons #WhyIDidntReport."
2. "Influencer Apologies" with Brady Simpson, Tanya Drollinger, and Rhiannon MacDonnell Mesler
3. "Swearing in Brand Communications" with Gurinder Singh Grewal
4. "Swearing and Motivation" with Sarah G. Moore, Helen van der Sluis, and Eugenia Wu
5. "Censoring and Flagging Online Content" with Sarah G. Moore
6. "The Moral Nature of Stigmatization" with Robert J. Fisher
7. "Swearwords and Norms" with Sarah G. Moore and Rhiannon MacDonnell Mesler

### **KNOWLEDGE MOBILIZATION**

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4. "The Power of Profanity," (Sept 24, 2022), *University of Alberta Alumni Weekend*, U of A After Hours. Presentation to students, staff, donors, and other friends of the university.
3. "Swearing in Online Reviews can be Damn Effective," (2022), *Harvard Business Review*, July/August, p. 29-30.

- 2b. "Another F%\$#& Podcast Episode," (June 30, 2022), *Today in Digital Marketing Podcast*. Interviewed by Tod Maffin. Available at <https://todayindigital.com/659-another-f-podcast-episode/>
- 2a. "The Benefits of Profanity in Product Reviews," (July 2, 2022), *Today in Digital Marketing Podcast*. Premium Member Exclusive Interview (27 minutes).
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*, Journal Reports (print and online). Available at <https://www.wsj.com/articles/cursing-online-reviews-effectiveness-11653505220>.

## CONFERENCE PRESENTATIONS

(\* Presenter)

15. Lafreniere, Katherine C., Rhiannon MacDonnell Mesler, and Destiny Lenhardt\* (scheduled), "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 (scheduled), "FCK, We're Sorry: Self-Construal, Interpersonal Closeness, and Swearwords 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 Swearwords 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 Swearwords 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 Swearwords in Reviews?" *Society of Consumer Psychology Conference*, online.
10. Lafreniere, Katherine C.\* and Sarah G. Moore (2022), "Should Reviewers and Website Moderators Censor Swearwords 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 Vlastic, 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].

## **INVITED TALKS**

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University of Alberta, Alberta School of Business (2022)  
 Clarkson University, David D. Reh School of Business (2018)  
 University of Lethbridge, Dhillon School of Business (2018)  
 American University, Kogod School of Business (2018)  
 HEC Montréal, Department of Marketing (2018)  
 Oakland University, School of Business Administration (2018)

## **TEACHING**

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### Undergraduate Courses

Digital Marketing, University of Alberta (forthcoming in 2023)  
 Advanced Marketing Communications and Social Media (2021-2022), average rating: 4.6/5  
 Introduction to Marketing Communications and Social Media (2020-2021), average rating: 4.8/5  
 Introduction to Marketing, University of Lethbridge (2019-present), average rating: 4.5/5

Social [Change] Marketing, University of Lethbridge (2020), average rating: 4.3/5  
 Introduction to Marketing, University of Alberta (2017)

### Graduate Courses

Major Seminar III: Marketing, University of Lethbridge (2021)

### Guest Lectures

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)

### Doctoral Supervision

Ozan Ozdemir, Operations, University of Alberta (candidacy committee)  
 Amirreza Faghihinia, University of Alberta (committee)

### Masters Thesis Committees

Bradley McLeod, University of Lethbridge (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

Amirreza Faghihinia, University of Alberta

### Chinook Summer Research Student

Destiny-Hope Lenhardt, University of Lethbridge (summer 2022)

### Applied Studies

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

### 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. New York, NY: 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. New York, NY: 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. New York, NY: 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. New York, NY: 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. New York, NY: Springer Publishing.

## **SERVICE**

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### Community Service

Consultant and Volunteer, Black Owned Market Edmonton (BOM YEG; 2021)  
 Consultant, Blackfoot Women's Empowerment Project (2020)

### Service to the Field

Program Committee Member, Society of Consumer Psychology Conference (2021, 2022)  
 Program Committee Member, Academy of Marketing Science Annual Conference (2022)  
 Competitive Papers Review Team, Society of Consumer Psychology Conference (2018)  
 Competitive Papers Review Team, Association for Consumer Research Conference (2018)  
 Organizing Committee, 10<sup>th</sup> Triennial Team Choice Symposium (2016)

### Alberta School of Business

Business Advisory Council (2022-present)

### Dhillon School of Business

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)  
Basketball Coach, Rossbrook House (2004)

## **HONORS AND AWARDS**

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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)

## **PROFESSIONAL AFFILIATION**

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Association for Consumer Research (ACR)  
Society for Consumer Psychology (SCP)  
American Marketing Association (AMA)  
International Association of Language and Social Psychology (IALSP)