

JOHN W. PRACEJUS PH.D.
 Associate Professor of Marketing
 2-32K Business Building
 University of Alberta
 Edmonton, AB, Canada, T6G 2R6
 Phone: 1(780) 492-2023
 E-mail: pracejus@ualberta.ca

Education:

Ph.D. in Marketing - University of Florida, Gainesville, Florida - August 1998
 M.S. in Communications - University of Illinois –Urbana, IL - May 1993
 B.S in Business - Miami University, Oxford, OH - Dec. 1989
 B.S. in Communications - Miami University, Oxford, OH - Dec 1988

Academic Positions Held

2022-present Academic Director, Centre for Cities and Communities, University of Alberta
2017-2022 Director, School of Retailing, University of Alberta
2004-Present Associate Professor (with tenure), Department of Marketing, Business Economics and Law, University of Alberta
1998-2004 Assistant Professor, Department of Marketing, Business Economics and Law, University of Alberta

Graduate Teaching Experience

Consumer Information Processing (Ph.D.)
Judgment and Decision Making (Ph.D.)
Brand Strategy (MBA)
Marketing Communications (MBA)
Retailing (MBA)

Undergraduate Teaching Experience

Consumer Behavior
International Advertising
International Marketing
Introduction to Marketing
Marketing Communications
Retail Management

Graduate Student Committees:

Student	Degree (*expected)	Year
Rafi Chowdhury	Ph.D. – Marketing -University of Alberta	2006
Barbara Briers	Ph.D. – Marketing -K. U. Leuven, Belgium	2006
Martin Chun Qui	Ph.D. – Marketing -University of Alberta	2007
Natalina Zlatevska	Ph.D. – Marketing -University of Sydney	2008
Murat Usta	Ph.D. – Marketing -University of Alberta	2009
Lan Jiang	Ph.D. – Marketing -U. of British Columbia	2010
Monica Popa	Ph.D. – Marketing -University of Alberta	2010
Keri Kettle	Ph.D. – Marketing -University of Alberta	2011
Neil Brigdon	Ph.D. – Marketing -University of Alberta	2013
Kristen Smirnov (Supervisor)	Ph.D. – Marketing -University of Alberta	2013
Utku Akkoc	Ph.D. – Marketing -University of Alberta	2015
Ding (Allen) Tian	Ph.D. – Marketing -University of Alberta	2015
Virginia Webber	Ph.D. – Marketing -University of Alberta	2018
Qian Claire Deng	Ph.D. – Marketing -University of Alberta	2018
Sarah Wei	Ph.D. – Marketing -University of Alberta	2018
Soyoung Kim	Ph.D. – Marketing -University of Alberta	2018
Shuo (Shirley) Chen	Ph.D. – Marketing -University of Alberta	2020
Kyobeom (K.B.) Koo	Ph.D. – Marketing -University of Alberta	2021
Saurabh Rawal	Ph.D. – Marketing -University of Alberta	2021
Shaheer Rizvi	Ph.D. – Marketing -University of Alberta	2022
Nahid Ibrahim	Ph.D. – Marketing -University of Alberta	2023*
Waisman, Rory	Ph.D. – Marketing -University of Alberta	2023*

Research:

Journals:

Popa Sârghie, Monica, and John Pracejus (2022), "Consumer Perspectives on Fairtrade Prices," *Journal of Emerging Trends in Marketing and Management (JETIMM)*, Vol. 1, No. 1/2022 (published online August 5, 2022).

Popa Sârghie, Monica and John W. Pracejus (2021) "Alleviating Inequity and Promoting a Moral Economy through Fair Trade: How Can Reluctant Consumers Become Part of the Solution?" *Journal of Strategic Marketing*. DOI: 10.1080/0965254X.2021.1922488

Olsen, G. Douglas, John W. Pracejus (2020). "Customized Advertising: Allowing Consumers to Directly Tailor Messages Leads to Better Outcomes for the Brand" *Journal of Business Research*, 116, 245-257.

John Pracejus, Qian (Claire) Deng, Paul R. Messinger, G. Douglas Olsen (2019). "Fit in cause related marketing: an integrative retrospective" *Journal of Global Scholars of Marketing Science*. DOI: 10.1080/21639159.2018.1509365

Vithala R. Rao , Gary J. Russell , Hemant Bhargava, Alan Cooke, Tim Derdenger , Hwang Kim , Nanda Kumar, Irwin Levin, Yu Ma , Nitin Mehta , John Pracejus , R. Venkatesh (2018). "Emerging Trends in Product Bundling: Investigating Consumer Choice and Firm Behavior." . *Customer Needs and Solutions*, 5, 107–120.

Pracejus, John W., Thomas C. O'Guinn and G. Douglas Olsen (2013) "When White Space Is More than 'Burning Money': Economic Signaling Meets Visual Commercial Rhetoric" *International Journal of Research in Marketing*, 30, 3, 211–218

Olsen, G. Douglas, John W. Pracejus and Thomas C. O'Guinn (2012) "Print Advertising: White space" *Journal of Business Research* , 65, 855-860

Chowdhury, Rafi M. M. I., G. Douglas Olsen, and John W. Pracejus (2011) "How Many Pictures Should Your Print Ad Have?" *Journal of Business Research*, 64, 1, 3-6 (Lead Article)

Chowdhury, Rafi M. M. I., G. Douglas Olsen, and John W. Pracejus (2008) "Affective Responses to Images in Print Advertising: Affect Integration in a Simultaneous Presentation Context" *Journal of Advertising*, 37, 3, 7-18 (Lead Article)

Popkowski Leszczyc, Peter T. L., John W. Pracejus and Michael Shen (2008) "Why More Can be Less: An Inference-Based Explanation for Hyper-Subadditivity in Bundle Valuation" *Organizational Behavior and Human Decision Processes*, 105, 233-246

Pracejus, John W., G. Douglas Olsen and Thomas C. O'Guinn (2006) "How Nothing Became Something: White Space, Rhetoric, History and Meaning" *The Journal of Consumer Research*, 33, 1, 82-90

Olsen, G. Douglas, and John W. Pracejus (2004) "Integration of Positive and Negative Affective Stimuli" The Journal of Consumer Psychology, 14, 4, 374-384.

Pracejus, John W., G. Douglas Olsen and Norman R. Brown (2004) "On the Prevalence and Impact of Vague Quantifiers in Cause Related Marketing" The Journal of Advertising, 32, 4, 19-28.

Pracejus, John W. and G. Douglas Olsen (2004) "The Role of Brand/Cause Fit in the Effectiveness of Cause-Related Marketing Campaigns" The Journal of Business Research, 57, 6, 635-640.

Olsen, G. Douglas, John W. Pracejus and Norman R. Brown (2003) "When Profit Equals Price: Consumer Confusion about Donation Amounts in Cause-Related Marketing" The Journal of Public Policy and Marketing, 22, 2, 170-180.

Pham, Michel Tuan, Joel B. Cohen, John W. Pracejus and G. David Hughes (2001) "Affect-Monitoring and the Primacy of Feelings in Judgment" The Journal of Consumer Research, 28, 2, 167-188 (Lead article)

Book Chapters:

Pracejus, John W., (2004) "Seven Psychological Mechanisms through which Sponsorship can Influence Consumers" in Sports Marketing and the Psychology of Marketing Communications, Lynn R. Kahle and Chris Riley eds., Lawrence Erlbaum Associates, Inc., 175-190

Academic Conference Presentations:

Olsen, Douglas and John W. Pracejus, (2020) "Understanding Social and Interpersonal Influences on the Desire for Surprise Gifts" American Marketing Association Winter Educators Conference, San Diego CA, Feb.

Pracejus, John W. and Douglas Olsen, (2019) "Understanding Social and Interpersonal Influences on the Desire for Surprise Gifts" INFORMS Marketing Science Conference, Rome Italy, June

Olsen, Douglas and John W. Pracejus (2019) "Collaborative Advertising: Allowing Consumers to Customize Messages Leads to Better Outcomes for the Brand while Minimizing Privacy Concerns." Lalonde Conference on Marketing Communications and Consumer Behaviour, La Londe Les Maures, France, June

Olsen, Douglas and John W. Pracejus (2019) "Surprise Me: Understanding Some of the Social and Interpersonal Influences on the Desire for Surprise Gifts." Lalonde Conference on Marketing Communications and Consumer Behaviour, La Londe Les Maures, France, June

Pracejus, John W. and Douglas Olsen (2018) "How Surprise Can Lead to Customer Delight in a Retail Context." Recent Advances in Retailing and Consumer Services Conference, Funchal, Portugal, July

Vithala R. Rao , Gary J. Russell , Hemant Bhargava, Alan Cooke, Tim Derdenger , Hwang Kim , Nanda Kumar, Irwin Levin, Yu Ma , Nitin Mehta , John Pracejus , R. Venkatesh (2016). "Emerging Trends in Product Bundling: Investigating Consumer Choice and Firm Behavior." 10th Triennial Invitational Choice Symposium, Lake Louise, Alberta, Canada, May

Smirnov. Kristen and John Pracejus (2013) "Does Mark Twain write better online product reviews than Samuel Clemens? Exploring the impact of persistent pseudonym, full identity disclosure (FID) and anonymity on participation, effort and review quality." International Research Seminar in Marketing Communications and Consumer Behavior, Aix-en-Provence, France, June

Smirnov. Kristen and John Pracejus (2013) "Full Names, Pseudonyms, and Anonymity: Online Consumer Identity and Willingness to Participate" Advertising and Consumer Psychology Conference, San Diego CA, June

Pracejus, John W., Thomas C. O'Guinn and G. Douglas Olsen (2010) "When White Space Is More than Burning Money: Economic Signalling Meets Visual Commercial Rhetoric" Association for Consumer Research Conference, Jacksonville FL, October

Smirnov. Kristen and John Pracejus (2010) "Empathy Drivers in the Uncanny Valley" Association for Consumer Research Conference, Jacksonville FL, October

Popa, Monica, and John W. Pracejus (2009) "Not Just Fairness: Understanding Consumers' Intentions to Buy Fair-Trade Products" Association for Consumer Research Conference, Pittsburgh, PA, October

Chowdhury, Rafi M. M. I., G. Douglas Olsen, and John W. Pracejus (2009) "How Many Pictures Should Your Print Ad Have?" International Research Seminar in Marketing Communications and Consumer Behavior, Aix-en-Provence, France, June

Pracejus, John W., Rafi M. M. I. Chowdhury and G. Douglas Olsen, and (2008) "Affective Responses to Images in Print Advertising: Affect Integration in a Simultaneous Presentation Context" Association for Consumer Research Conference, Sao Paulo Brazil, August

Pracejus, John W., Peter T. L. Popkowski Leszczyc and Michael Shen (2007) "How Less Can Be More: Hyper-Subadditivity in Bundle Valuation" INFORMS Marketing Science Conference, Singapore, June

Popkowski Leszczyc, Peter T. L., John W. Pracejus and Michael Shen (2004) "Paying less for more: Hyper-subadditivity in consumer evaluation of product bundles" Society for Judgment and Decision Making Conference, Minneapolis Minnesota, November

Olsen, G. Douglas and John W. Pracejus (2004) "Mixed Emotions: Impact of Positive and Negative Emotional Content in Advertising". Association for Consumer Research Conference, Portland Oregon, October

Chowdhury Rafi M, G. Douglas Olsen, John W. Pracejus and Moira Mireault (2004) "Integration of Same and Oppositely Valenced Affective Stimuli under Simultaneous Presentation Conditions". Association for Consumer Research Conference, Portland Oregon, October

Popkowski Leszczyc, Peter T. L., John W. Pracejus and Michael Shen (2004) "Paying less for more: Hyper-subadditivity in consumer evaluation of product bundles" INFORMS Marketing Science Conference, Rotterdam, Netherlands, June

Pracejus, John W. and G. Douglas Olsen (2004) "Integration of positive and negative affective stimuli" European Marketing Academy Conference, Murcia, Spain, May

Pracejus, John W., and Norman R Brown (2003) "Numeric Courage: Mortality Rates Overshadow Risk Salience and Framing." The Society for Judgment and Decision Making Conference, Vancouver British Columbia, November

Pracejus, John W. (2003) "The Impact of Sponsor/Event Fit on Irish and American Consumer Perceptions" The Association for Consumer Research European Conference, Dublin, Ireland, June

Pracejus, John W. and G. Douglas Olsen (2003) "On the Prevalence and Impact of Vague Quantifiers in Cause Related Marketing Campaigns" International Research Seminar in Marketing Communications and Consumer Behavior, Aix-en-Provence, France, June

Other Activities

Co-chair Advertising Track at the European Marketing Academy Conference, Budapest, Hungary, May 2022

Co-chair Advertising Track at the European Marketing Academy Conference, Madrid, Spain, May 2021 (virtual)

Co-chair Advertising Track at the European Marketing Academy Conference, Budapest, Hungary, May 2020 (virtual)

Co-chair Advertising Track at the European Marketing Academy Conference, Hamburg, Germany, May 2019

Co-chair Advertising Track at the European Marketing Academy Conference, Glasgow, UK, May 2018

Program Committee, Society for Consumer Psychology Conference on Virtue and Vice Consumption, Sydney Australia, Jan 2018

Co-chair Advertising Track at the European Marketing Academy Conference, Groningen, The Netherlands, May 2017

Co-chair Advertising Track at the European Marketing Academy Conference, Oslo Norway
May 2016

Program Committee Association for Consumer Research Conference, New Orleans, LA,
October 20015

Advertising Track Chair at the European Marketing Academy Conference, Leuven, Belgium
Summer 2015

Special Session Chair at The Association for Consumer Research European Conference,
Barcelona, Spain, July 2013

Co-chair Consumer Behavior Track at the European Marketing Academy Conference,
Ljubljana Slovenia Summer 2011

Co-chair Consumer Behavior Track at the European Marketing Academy Conference,
Copenhagen Denmark Summer 2010

Program Committee Association for Consumer Research Conference, Pittsburg, PA, October
2009

Special Topics Session Chair: Where's My Bailout? A New Look at Factors
Affecting Consumer Fairness Perceptions in the Age of Vengeful Populism Association for
Consumer Research Conference, Pittsburg, PA, October 2009

Faculty Representative, European Marketing Academy Doctoral Colloquium, Milan, Italy,
May 2005

Special Topics Session Chair: "Emergent moderators of affective response in consumer
behavior". Association for Consumer Research Conference, Portland Oregon, October 2004

Special Topics Session Chair: "Visuals are Information: How Meaning is Transferred to
Consumers through Executional Elements in Advertising" Association for Consumer
Research Conference, Atlanta GA, October 2002

Special Topics Session Chair: "Consumer Understanding of Prices and Profits" Association
for Consumer Research Conference, Atlanta GA, October 2002

Special Topics Session Chair: "The Role of 'Fit' in Cause Related Marketing." The
Association for Consumer Research European Conference, Berlin, Germany, June 2001

Special Topics Session Chair: "Fit, Similarity and Congruity: An Exploration of Overlap in
'A likeness' Constructs." The Association for Consumer Research European Conference,
Paris France, June 1999

Invited Talks:

Arizona State University
Bilkent University, Turkey
Bond University, Australia
Carnegie Mellon University
Dansk Sponsorkonference, Denmark
Erasmus University, Netherlands
Ghent University, Belgium
Grenoble Ecole de Management, France
Hong Kong U. of Science and Technology
IEG Sponsorship Conference, Chicago
KU Leuven, Belgium
Linguistics U. Nizhny Novgorod, Russia
MITACS Conference on Viticulture,
Canada
Monash University, Australia
Nova de Lisboa University, Portugal
Sandage Symposium, Champaign Illinois
SUNY Buffalo
Tilburg University, Netherlands
Université de Lausanne, Switzerland
University of Florida
University of Illinois
University of Mons, Belgium
University Pompeu Fabra, Spain
University of South Carolina
University of South Florida
University of Technology Sydney, Australia
University of Wisconsin
Wageningen University, Netherlands

Work in Progress:

“Consumer Co-Creation of Marketing Communications” (with Doug Olsen)
“The Impact of Surprise on Consumer Response to Gifts” (with Doug Olsen)
“Current customer response to new customers getting a better deal” (with Doug Olsen)
“Retail donor understanding of overhead and fundraising expenditures by charities” (with Norman Brown)

Grants:

Business Link, Digital Economy Grant \$961,760 (2021-2023)
Provost’s Digital Learning Committee Blended Learning Grant \$15,000 (2019-2021)
University of Alberta School of Retailing Grant \$50,000 (2017-2022)
Province of Alberta Retail Labour Study Grant \$30,900 (2017-2018)
SSHRC Standard Operating Grant \$74,000 (2010-2013)
Retail Council of Canada Seed Grant, \$8,000, (2010-2011)
Retail Council of Canada Seed Grant, \$8,000, (2009-2010)
Retail Council of Canada Seed Grant, \$8,000, (2008-2009)
Killam Cornerstone Grant, \$3,000, (2008-2009)
SAS Grant, \$1,800, (2008-2009)
SSHRC INE Research Alliance “Harnessing the web interaction cycle for Canadian competitiveness” Lead investigator on 2 out of 11 sub-projects. Total grant value of \$865,750 over three years (2003-2006)

Professional Service:

International Journal of Research in Marketing – ad hoc reviewer

Journal of Advertising – ad hoc reviewer

Journal of Business Research – ad hoc reviewer

Journal of Consumer Psychology – ad hoc reviewer

Journal of Consumer Research – ad hoc reviewer

Journal of Marketing – ad hoc reviewer

Journal of Marketing Research– ad hoc reviewer

Journal of Public Policy and Marketing – ad hoc reviewer

Journal of Retailing – ad hoc reviewer

Management Science– ad hoc reviewer

Marketing Letters– ad hoc reviewer

Current University Committees:

University of Alberta: Research Ethics Board 2 (Human, non-medical)