

## CURRICULUM VITAE

### ROBERT J. FISHER

Alberta School of Business Research Chair

#### EDUCATION

<i>Degree</i>	<i>University</i>	<i>Faculty</i>	<i>Date</i>
PhD	University of Colorado	Business	December 1990
MBA	York University	Business	November 1983
B. Comm.	University of Saskatchewan	Commerce	May 1979

#### ACADEMIC POSITIONS

2007-Present	Professor of Marketing, Research Chair, University of Alberta
Fall 2006	Visiting Professor, University of Michigan
2005-2006	Nabisco Professor of Marketing, Western University
1998-2005	Associate Professor of Marketing, Western University
1991-1998	Assistant Professor of Marketing, University of Southern California
1990-1991	Visiting Assistant Professor of Marketing, University of Colorado
1986-1987	Lecturer, University of Saskatchewan

#### HONORS AND AWARDS

Outstanding Reviewer, *Journal of Marketing* (2019)  
ACR-Sheth Foundation Dissertation Award 2014 (Student – Utku Akkoc)  
AMA Doctoral Consortium Faculty Member 1990, 1991, 1997, 1999, 2013  
ACR Doctoral Consortium Faculty Member 2004, 2009, 2014  
AMA Distinguished Service Award 2014  
University of Alberta School of Retail Research Award 2010  
Donald and Margaret MacKenzie MBA Professor of the Year, 2008, 2011  
ISBM Business Marketing Doctoral Support Award Competition 2005 (Student—Sudha Mani; Co-Chair—Kersi Antia).  
Louis W. Stern Award (2003) for the outstanding article published in any AMA journal in marketing channels and distribution between three and eight calendar years (1995-2000) after publication  
University Student Council Teaching Honor Roll Award of Excellence 2002-2003, 2003-2004  
Richard Ivey School Teaching Innovations Award (2002) – BMW Advertising Project  
Outstanding Reviewer, *Journal of Consumer Research*, 2001  
Dean's Commendation for Teaching, Ivey, 1998, 1999, 2000, 2002, 2003, 2004, 2005, 2006, 2007  
University of Houston Doctoral Consortium Faculty Fellow, 1994  
Beta Gamma Sigma  
University of Colorado Graduate Research and Creative Work Award, 1990  
AMA Marketing Doctoral Consortium Fellow, CU, 1989

Chancellor's Honor Roll (4.0 GPA), 1987-1990  
Gerald Hart Doctoral Fellowship, CU, 1988  
University of Colorado Graduate School Fellowship, 1988  
University of Saskatchewan Dean's Honor List, 1978-79

## **PUBLICATIONS**

### **Books and Book Chapters**

Fisher, Robert (2010) "On the Injunctive and Descriptive Norms Governing Eating," in *Obesity Prevention: The Role of Society and Brain on Individual Behavior*, Laurette Dubé, Antoine Bechara, Alain Dagher, Adam Drewnowski, Jordan LeBel, Philip James, Denis Richard, and Rickey Y. Yada (Ed)., New York, Elsevier Inc.

Rafi Mohammed, Robert Fisher, Bernie Jaworski, and Gordon Paddison (2003), "Internet Marketing: Building Advantage in a Networked Economy" (2<sup>nd</sup> Edition, McGraw Hill). Translated into Chinese in 2004.

Rafi Mohammed, Robert Fisher, Bernie Jaworski, and Aileen Cahill (2001), "Internet Marketing: Building Advantage in a Networked Economy" (1<sup>st</sup> Edition, McGraw Hill).

### **Articles in Peer-Reviewed Journals**

Fisher, Robert J., Katherine C. Lafreniere, and Ernan Haruvy (2024), "Effects of Moral Claims on Charitable Support for the Stigmatized," *Journal of Nonprofit & Public Sector Marketing*, (published online Sept 29), <https://doi.org/10.1080/10495142.2024.2408569>

Fisher, Robert J., Yu Ma and Barry Scholnick (2024), "Crossed Signals: The Negative Effects of Manufacturer Warranty Length on Brand Share in an Independent Retail Channel," *Applied Marketing Analytics*, 10 (2).

Fisher, Robert J., Saurabh Rawal, Bryan Hochstein, and Chris Plouffe (2024), "Development and Validation of the SDR-O: A New Measure of Socially Desirable Responding in Organizations," *Personality and Individual Differences*, (May) 222, 112597.

Lafreniere, Katherine C., Sarah 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), 908-925.

Pauwels, Koen, Bharat Sud, Robert J. Fisher, and Kersi Antia (2022), "Should You Change Your Ad Messaging or Execution? It Depends on Brand Age," *Applied Marketing Analytics*, 8 (1), 43-54.

Haruvy, Ernan, Peter Popkowski Leszczyc, Greg Allenby, Russell Belk, Catherine Eckel, Robert J. Fisher, Sherry Xin Li, John A. List, Yu Ma, Yu Wang (2020), "Fundraising Design: Key Issues, Unifying Framework, and Open Puzzles," *Marketing Letters*, 31(4), 371-380.

Akkoc, Utku, and Robert J. Fisher (2019), "How Making Decisions for Children Affects the Food Choices of Adults," *Appetite*, 143, 1-12.

Kopalle, Praveen K., Robert J. Fisher, Bharat L. Sud, and Kersi D. Antia (2017), "The Effects of Advertised Quality Emphasis and Objective Quality on Sales," *Journal of Marketing*, 81 (2), 114-26.

Fisher, Robert J. and Yu Ma (2014), "The Price of Being Beautiful: Negative Effects of Attractiveness on Empathy for Children in Need," *Journal of Consumer Research*, 41(2), 436-50. Recognized as one of the most interesting contributions to the social sciences in 2014 (Science Palooza IV - *The New York Times*).

Fisher, Robert J. and Laurette Dubé (2011), "Development and Validation of an Eating Norms Inventory: Americans' Lay-Beliefs about Appropriate Eating," *Appetite*, 57 (2), 365-76.

Fisher, Robert J., Yany Grégoire, and Kyle Murray (2011), "The Limited Effects of Power on Satisfaction with Joint Consumption Decisions," *Journal of Consumer Psychology*, 21 (3), 277-89.

Fisher, Robert J., Mark Vandenbosch and Kersi Antia (2008), "An Empathy-Helping Perspective on Consumers' Responses to Fund-Raising Appeals," *Journal of Consumer Research*, 35 (October), 519-531.

Grégoire, Yany, and Robert J. Fisher (2008), "Customer Betrayal and Retaliation: When Your Best Customers Become Your Worst Enemies," *Journal of the Academy of Marketing Science*, 36 (June), 247-261.

Antia, Kersi D., Mark E. Bergen, Shantanu Dutta, and Robert J. Fisher, (2006) "How Does Enforcement Deter Gray Market Incidence?" *Journal of Marketing*, 70 (January), 92-106.

Grégoire, Yany, and Robert J. Fisher (2006), "The Effects of Relationship Quality on Consumer Retaliation," *Marketing Letters*, 17 (January), 31-46.

Fisher, Robert J. and Yany Grégoire, (2006), "Gender Differences in Decision Satisfaction within Established Dyads: Effects of Competitive and Cooperative Behaviors," *Psychology & Marketing*, (April), 313-333.

Fisher, Robert J., and Laurette Dubé (2005), "Gender Differences in Responses to Emotional Advertising: A Social Desirability Perspective," *Journal of Consumer Research*, 31 (March), 850-858.

Karson, Eric, and Robert J. Fisher (2005), "Predicting Intentions to Return to the Web Site: Extending the Dual Mediation Hypothesis," *Journal of Interactive Marketing*, 19 (Summer), 2-14. (Lead article)

Karson, Eric, and Robert J. Fisher (2005), "Reexamining and Extending the Dual Mediation Hypothesis in an Online Advertising Context," *Psychology & Marketing* 22 (April), 313-331.

Sprott, David, Eric Spangenberg, and Robert J. Fisher (2003), "The Importance of Normative Beliefs to the Self-Prophecy Effect," *Journal of Applied Psychology*, 88 (June), 423-431.

Fisher, Robert J. and James E. Katz, (2000), "Social Desirability Bias and the Validity of Self-Reported Values," *Psychology & Marketing*, 17 (February), 105-120.

Mohr, Jakki, Robert J. Fisher, and John R. Nevin (1999) "Communicating for Better Channel Relationships," *Marketing Management*, 8 (Summer), 39-45.

Fisher, Robert J. and David Ackerman, (1998), "The Effects of Recognition and Group Need on Volunteerism: A Social Norm Perspective," 25 (December), *Journal of Consumer Research*, 262-275.

Fisher, Robert J. and Kirk Wakefield, (1998), "Factors Leading to Group Identification: A Field Study of Winners and Losers," *Psychology & Marketing*, 15 (January), 23-40.

Fisher, Robert J., Elliot Maltz, and Bernard J. Jaworski (1997), "Enhancing Communication Between Marketing and Engineering: The Moderating Role of Relative Functional Identification," *Journal of Marketing*, 61 (July), 54-70.

Mohr, Jakki, Robert J. Fisher, and John R. Nevin (1996), "Collaborative Communication in Interfirm Relationships: Moderating Effects of Integration and Control," *Journal of Marketing*, 60 (July), 103-115. (2003 Louis W. Stern Award).

Rook, Dennis W. and Robert J. Fisher (1995), "Normative Influences on Impulsive Buying Behavior," *Journal of Consumer Research*, 22 (December), 305-313.

Fisher, Robert J. (1993) "Social Desirability Bias and the Validity of Indirect Questioning," *Journal of Consumer Research*, 20 (September), 303-315.

Fisher, Robert J., and Linda L. Price (1992), "An Investigation into the Social Context of Early Adoption Behavior," *Journal of Consumer Research*, 19 (December), 477-486.

Fisher, Robert J. (1991), "Durable Differentiation Strategies for Services," *Journal of Services Marketing*, 5 (Winter), 19-28.

Fisher, Robert J. and Linda L. Price (1991), "International Pleasure Travel Motivations and Post-

Vacation Cultural Attitude Change,” *Journal of Leisure Research*, 23 (Third Quarter), 193-208. (Lead article).

Lawless, Michael L. and Robert J. Fisher (1990), “Sources of Durable Competitive Advantage in New Products,” *Journal of Product Innovation Management*, 7 (March), 35-44. Reprinted in *Inside R&D*, Volume 19, (September).

### **Published Working Papers**

Pauwels, Koen, Bharat Sud, Robert Fisher, and Kersi D. Antia (2016), ‘Should Ads Be Consistent over Time or Change with the Market? Evidence for Young and Established Brands of Minivans,” MSI Working Paper 16-105.

Fisher, Robert J., “The Effects of Audience Composition on Responses to Socially-Sensitive Advertising.” (Ivey 1999-14)

Mohr, Jakki J., Robert J. Fisher, and John R. Nevin, “The Role of Communication Strategy in Channel Member Performance: Is More Collaborative Communication Better?” *Marketing Science Institute* Working Paper, Report Number 94-119 (November 1994).

### **Invited Papers and Chapters**

Fisher, Robert J. (2024), “Socially Desirable Responding,” *Encyclopedia of Individual Differences*, Elgar publishing.

“Swearing in Online Reviews can be Damn Effective,” (2022), *Harvard Business Review*, July/August, p. 29-30.

Fisher, Robert J., and Matthew Diamond (2004), “Building Your Brand Through Promotions: The Best Way to Spend Your Marketing Dollars,” *Financial Post: FP Entrepreneur*, November 22, FP8.

Fisher, Robert J. (2001), “Building Customer Relationships in a Networked Economy,” *Ivey Business Journal*.

Fisher, Robert J. (2000), “Editorial: The Future of Research on Social Desirability Bias Research in Marketing,” *Psychology & Marketing*, 17 (February), 73-77.

Fisher, Robert J. (1991), “Historical Perspectives in Marketing: Essays in Honor of Stanley C. Hollander,” a book review in the *Journal of Marketing*, 55 (January), 110-111.

Fisher, Robert J. (1991), "Early Adoption Behavior: The Socio-cultural Context," a chapter in, The Lecture Enrichment Series for *Marketing*, William M. Pride and O.C. Ferrell, 7th ed., 47-51.

## **Articles in Peer-Reviewed Conference Proceedings**

Fisher, Robert J., and Yany Grégoire (2004), "Cooperation and Competition in Joint Purchase Decisions," *Association for Consumer Research Conference*, Portland, Oregon.

Fisher, Robert J. (2001). "Encouraging Volunteer Participation: The Role of Group Identification," *2001 AMA Winter Educators' Conference Proceedings*, Vol.12, Ram Krishnan and Madhu Viswanathan (Eds.), Chicago.

Fisher, Robert J. (2000)," The Role of Collaboration in Consumers' In-Store Decisions," in *Advances in Consumer Research*, Vol. 28, Mary C. Gilly, (Ed.), Provo, UT: Association of Consumer Research.

Fisher, Robert J. (1998) "Group-Derived Consumption: The Role of Similarity and Attractiveness in Identification with a Favorite Sports Team," in *Advances in Consumer Research*, Vol. 25, Joseph W. Alba and J. Wesley Hutchinson, (Eds.), Provo, UT: Association of Consumer Research, 283-288.

Fisher, Robert J. and Gerard Tellis (1998) "Removing Social Desirability Bias with Indirect Questioning: Is the Cure Worse Than the Disease?" in *Advances in Consumer Research*, Vol. 25, Joseph W. Alba and J. Wesley Hutchinson, (Eds.), Provo, UT: Association of Consumer Research, 563-567.

Fisher, Robert J. (1989), "The Socio-Cultural Context of Early Adoption Behavior," in 1989 *AMA Summer Educators' Conference Proceedings*, Paul Bloom, et al. (Eds.), Chicago, IL: American Marketing Association, 269-273.

Fisher, Robert J. (1989), "Isolating Mechanisms for Service Differentiation Strategies," in 1989 *AMA Summer Educators' Conference Proceedings*, Paul Bloom, et al. (Eds.), Chicago, IL: American Marketing Association, 149-153.

## **PRESENTATIONS**

### **Presentations at National Conferences**

Rawal, Saurabh, Robert Fisher and Jennifer Argo (2020), "Rediscovering Consumer Wastefulness," Special Session at *Society of Consumer Psychology Conference*, Huntington Beach.

Rawal, Saurabh, Robert Fisher and Jennifer Argo (2019), "Rediscovering Consumer Wastefulness," Special Session at *Association for Consumer Research Conference*, Atlanta.

Rawal, Saurabh, Robert J. Fisher, and Jennifer Argo (2019), "Disposing of Possessions: How Past and Future of Used Products Affect Owner Decisions," *Society for Consumer Research Conference*, Savannah, GA, March.

Fisher, Robert, Saurabh Rawal, Bryan Hochstein, and Chris Plouffe (2019), "Organizational Social Desirability Bias," Recent Advances in Retailing and Consumer Science Conference, July 2019, Tallinn, Estonia.

Saurabh Rawal, Robert Fisher, and Jennifer Argo (2018), "To Sell or to Donate: Why Special Possessions Are Donated and Not Sold?" Poster at *Society for Consumer Psychology Conference*.

Fisher, Robert J. and Lafreniere, Katherine C. (2017), "The Moral Nature of Stigmatization: Mitigating the Negative Effects of Stigma on Helping," *Association for Consumer Research Conference*. San Diego, CA.

Fisher, Robert J., Yu Ma, Barry Scholnick, and Matthew Byun (2016), "Guilt by Association: The Effect of Product Failures on Retailer Sales," International Conference EIRASS, Edinburgh.

Fisher, Robert J., Yany Grégoire, and Kyle Murray (2011), "The Limited Effects of Power on Satisfaction with Joint Consumption Decisions," *Association for Consumer Research Asia Pacific Conference*, Beijing, China.

Fisher, Robert J., Kyle Murray, and James Liang (2010), "The Negative Effects of Irrelevant Retail Changes on Online Shopping Choices," *Frontiers in Service Conference*, Honolulu.

Fisher, Robert J. (2009), Association for Consumer Research Sustainability Roundtable, Panel Member.

Sud, Bharat, Robert Fisher, and Kersi Antia (2008), "The Effects of Focused, Unique, and Temporally Consistent Advertising Messages on Brand Sales," *INFORMS Marketing Science Conference*, Vancouver.

Bechara, Antoine Laurette Dubé, Scott Huettel, Robert Fisher, Asim Ansari and Ulf Bockenholt (2008), "Towards Biologically Plausible Models of Motivated Behavior: Sequential Sampling Process Models," *INFORMS Marketing Science Conference*, Vancouver.

Fisher, Robert J., Kersi D. Antia, and Bharat L. Sud (2007), "The Differential Impact of Advertising and Product Value on Market Share as Markets Age," *AMA Winter Educators' Conference*, San Diego.

Fisher, Robert J., Kersi D. Antia, and Bharat L. Sud (2006), "The Differential Impact of Advertising and Product Value on Market Share as Markets Age," *INFORMS Marketing Science Conference*,

Pittsburgh.

Fisher, Robert J., Yany Grégoire, and Kyle Murray (2006), "The Intrinsic Value of Cooperation," EIRASS Conference, Budapest.

Dolansky, Eric , Robert J. Fisher, Mark Vandenbosch, Kersi Antia (2006), "The Effects of Content, Placement, and Delivery Characteristics on Televised Fundraising for Nonprofit Organizations," *Society for Consumer Psychology*, Miami, Florida.

Grégoire, Yany, and Robert J. Fisher (2006), "The Effects of Relationship Quality on Consumer Retaliation," *Society for Consumer Psychology*, Miami, Florida.

Murray, Kyle, Robert J. Fisher, and Yany Grégoire, and (2005), "The Intrinsic Value of Cooperation," 2005 Society for Judgment and Decision Making, Toronto, Ontario.

Fisher, Robert J. (2004), "Selfishness, Altruism, and 'You've Got a Friend in Me'," ACR Doctoral Symposium, Portland, Oregon.

Grégoire, Yany, and Robert J. Fisher (2004), "The Effects of Buyer-Seller Relationship on Responses to Service Failures: When Your Best Customer Becomes Your Worst Enemy," *Association for Consumer Research Conference*, Portland, Oregon.

Fisher, Robert J., and Yany Grégoire (2004), "Cooperation and Competition in Joint Purchase Decisions," *Association for Consumer Research Conference*, Portland, Oregon.

Sprott, David E., Eric S. Spangenberg, Robert J. Fisher, and Berna Devezer (2004), "Does Direction of Prediction Impact the Self-Prophecy Effect?" *Association for Consumer Research Conference Working Paper Session*, Portland, Oregon.

Fisher, Robert J. (2003), "Cooperation and Competition in Joint Purchase Decisions," *American Psychological Association*, Division 23, Toronto, Ontario.

Fisher, Robert J. (2002), "Male and Female Responses to Emotional Advertising and the Presence of Others," *Association for Consumer Research Conference*, Atlanta, GA.

Arnould, Eric, Linda Price, and Robert J. Fisher (2001) "The AMA Doctoral Consortium Experience," in the Special Session, "Transformational Consumption Experiences," *American Marketing Association's Winter Marketing Educators' Conference*, Scottsdale, Arizona.

Fisher, Robert J. (2001) "Encouraging Volunteer Participation: The Role of Group Identification," in the Special Session, Identity-Based Motivation for Volunteering, *American Marketing Association's Winter Marketing Educators' Conference*, Scottsdale, Arizona.



Fisher, Robert J. (2000) "The Role of Collaboration in Consumers' In-Store Decisions," *Association for Consumer Research Conference*, Salt Lake City, Utah.

Fisher, Robert J. (2000), "Effects of Audience Composition on Emotional Responses to Advertising," *American Psychological Association*, Division 23, Washington, D.C.

Fisher, Robert J., David Sprott, and Eric Spangenberg (1999), "A Normative Explanation for the Self-Prophecy Effect," Special Session on Consumer Predictions, *Association for Consumer Research Conference*, Columbus, OH.

Fisher, Robert J. (1999), " Effects of Audience Composition on Evaluations of Socially Sensitive Advertising," *American Psychological Association*, Division 23, Boston, MA.

Fisher, Robert J. and Mark Vandenberg (1999), "Charitable Donations: Helping the Self or Helping Others?" *AMA Summer Educators' Conference*, San Francisco, CA.

Fisher, Robert J. (1998) "Better to be a Winner or Help a Loser?" *Association for Consumer Research Conference Poster Session*, Montreal.

Fisher, Robert J. (1997) "Group-Derived Consumption: The Role of Similarity and Attractiveness in Identification with a Favorite Sports Team," *Association of Consumer Research Conference*.

Fisher, Robert J. and Gerard Tellis (1997) "Removing Social Desirability Bias with Indirect Questioning: Is the Cure Worse Than the Disease?" *Association of Consumer Research 1997 Conference*.

Fisher, Robert J. (1989), "The Sociocultural Context of Early Adoption Behavior," *American Marketing Association Summer Educators' Conference*.

Fisher, Robert J. (1989), "Isolating Mechanisms for Service Differentiation Strategies," *American Marketing Association Summer Educators' Conference*.

Fisher, Robert J. and Linda L. Price (1988), "The Relationship between Travel Motivations and Cultural Receptivity," at *Tourism: A Vital Force for World Peace*, Vancouver, October 23-27.

### **Invited Academic Presentations**

Discussion Leader ACR Early Career Workshop October 26, 2023 Seattle, WA

Presentation "Should Charities Cooperate or Compete in Fundraising," University of Alberta R-Lab, February 12, 2021.

Robert J. Fisher (2020), "Social Desirability Bias in Organizations," University of Alberta R-Lab,

November 6.

University of Manitoba “Mitigating the Negative Effects of Stigma on Helping,” April 2019, Winnipeg, MB.

11th Triennial Choice Symposium, “Mitigating the Negative Effects of Stigma on Helping,” May 2019, Chesapeake Bay, MD.

Panel member “The Pursuit of Relevant and Meaningful Consumer Research,” with Darren Dahl, Joel Huber, Angela Lee, and Richard Lutz, AMA Winter Educator’s Conference, February 2015 in San Antonio, TX.

Queen’s University Speaker Series, January 2012

Keynote Speaker, China Marketing Science Conference, August 2011, Guangzhou, China

Sun Yat-Sen University, China, August 2011

HEC, Montreal, September 2010

Willamette University, March 2010

World Platform for Health and Economic Convergence Conference, Montreal, November 2009.

University of Alberta Distinguished Scholar Retreat, May 2009

McGill, Understanding Choice and Decision Processes, November 2008

University of Alberta Speaker Series, October, 2008

University of Alberta Distinguished Scholar Retreat, May 2008. 2009

McGill, Society to Brain Think Tank, February 2007

Mid-Northwest Consumer Behavior Research Camp, January 2007

University of Alberta, June 2006

Boston University, Distinguished Speaker Series, May 2003

McGill, Advanced Topics in Services and e-Services Marketing Management, March 2001

University of Western Ontario, Research Seminar Series, September 2000

University of Western Ontario, Research Seminar Series, December 1999

University of Arizona, December 1997

Washington State University, September 1997

University of California at Los Angeles, UCLA/UC Irvine/ USC Consortium, April 1996

University of Southern California, Brown-Bag Series, January 1995

California State University at Long Beach, Distinguished Speaker Series, December 1993

University of Calgary, November 1991

Queen's University, December 1991

University of Wisconsin, October 1990

University of Utah, October 1990

University of Delaware, October 1990

### **Invited Industry Presentations**

CKUA Edmonton, “Creating Effective Fundraising Appeals,” June 2008.

Eric Geddes Breakfast Lecture, “Creating Effective Fundraising Appeals,” January 2008.

Investment Funds Institute Board Presentation, “Developing a Communication Strategy,” June 2003.

London Life, “Why Are Brands Important?” May 2000.

Conference Board of Canada, "What is the Value of Marketing?" October 1998.  
Allied Signal Corporation, "The Power of the Brand," November 1998.

### **Selected Media Interviews and Mentions**

"A F\*cking Interesting Marketing Study: The Impact of Profanity in Online Reviews," (April 26, 2023), Journal of Marketing Research Scholarly Insights and the AMA Doctoral Students Special Interest Group (DocSIG). Interviewed by Sameed Khan and Yiping Li.  
Lafreniere, Katherine C., Sarah Moore, and Robert J. Fisher (2022), "Why Cursing in Online Reviews Can Actually Be a Good Thing," *Wall Street Journal Online*, May 28, <https://www.wsj.com/articles/cursing-online-reviews-effectiveness-11653505220>  
*Brooks, David, New York Times, "The Opinion Pages: Social Science Palooza IV,"* July 3, 2014.  
*National Post, "Best-Case Scenarios: Mixing the Old and the New,"* October 25, 2011  
*Global Evening News, "Greenpeace Social Media Greenwashing Campaign,"* December 3, 2010.  
*Global Evening News, "Rethink Alberta,"* August 14, 2010.  
*CBC French News, "Assessing Government of Alberta Advertising,"* July 1, 2010.  
*Global Evening News, "Assessing the Alberta Oil Industry Campaign,"* August 3, 2010.  
*National Post, "Consuming Passion,"* October 25, 2008  
*The Times, "The Shame that Drives Us to Give,"* December 17, 2007 (<http://www.timesonline.co.uk>).  
*CBC TV NewsWorld Business Report "Consumers' Responses to Rising Gas Prices,"* July 14 2005.  
*CBC Radio 1, "Men like sappy ads..."* February 11, 2005.  
*National Post, "Eager buyers welcome iPod"* December 3, 2004 (page FP3).  
*National Post, "Men like sappy ads..."* October 22, 2004 (page 1).  
*National Post, "It's a gold-medal performance for the little blue cow,"* August 19, 2004.  
*MacLean's Magazine, "Fat Chance,"* March 29, 2004.  
*National Post, "When 3 blades won't do,"* May 24, 2003.  
*Marketing Magazine, "Ads with bite,"* July 29, 2002.  
*Global News Television, "BMW Advertising Project,"* March 25, 2002.  
*National Post, "Advertising's quiet revolution,"* July 21, 1999, p. A3.  
*Marketing Magazine, "Digital camera market developing,"* November 30, 1998.  
*Newsweek, "Message in a Beer Bottle," Monday, May 29, 2000.*  
*The National Post, "Advertising's Quiet Revolution,"* Wednesday, July 21, 1999.  
*LA Times, "In Search of Elmo,"* December 9-14, 1996, p. 1.  
*NBC Channel 4 News, "Customer Value in the Fast Food Industry,"* June 27, 1996.  
*New York Times, "California Loses Top Spot in Japanese Tourist Trade,"* May 14, 1994, pg. 8.

### **Research Funding**

SSHRC General Research Fund Office of the Vice-President (Research and Innovation) (2023), "Effects of Automobile Brand Perceptions on Driver Aggression" (\$9,500).

Social Sciences and Humanities Research Council of Canada (2019), "Development and Validation of

a New Measure of Socially Desirable Responding in Organizations: Effects of Unethical Organizational Behavior on False Reporting,” (\$93,015)

Killam Operating Grant 2016, “Publicity and Disaster Relief” (\$7,000)

Social Sciences and Humanities Research Council of Canada (2014), “Effects of Quality Signaling, Product Failure, and Brand Equality on Manufacturer and Retailer Performance,” (\$94,850)

Killam Research Cornerstone Grant 2010, “Publicity and Disaster Relief” (\$16,000)

Social Sciences and Humanities Research Council of Canada (2010), “Understanding the Norms Governing Consumer Behavior,” (\$68,750)

Social Sciences and Humanities Research Fellowship (2006-2008), “The Relationship between Advertising and Product Value as Markets Age: A Consumer Knowledge Perspective,” (\$86,500)

Social Sciences and Humanities Research Council of Canada (2003-2005), “Competition and Cooperation in Joint Purchase Decisions,” (\$56,942)

Social Sciences and Humanities Research Council of Canada (2000-2003), “The Role of Audience Composition in Advertising Evaluations,” (\$41,075)

Social Sciences and Humanities Research Council Doctoral Fellowship, 1989-1990 (\$22,000)

USC Summer Research Grants (1994-1997) (\$15,000 per year)

USC Marketing Department Seed Grants, (1992, 1993, and 1994) (\$500 per year)

## **OTHER SCHOLARLY AND PROFESSIONAL ACTIVITIES**

### **Registered Cases**

Fisher, Robert J. “Capital One: Launching a Mass Media Campaign A & B” (& teaching notes). Reprinted in *Viral Media A Digital Production Marketing Guide for Advertisers, Journalists, and Public Relations Professionals*, Paul Fornelli and Jody Mahler.

Fisher, Robert J., “HSBC Credit Card Rewards Program,” (& teaching note).

Fisher, Robert J. and Murray Bryant, “Boots” (& teaching note). Reprinted in “Case Studies in Brand Management Vol. II”, Board of Editors ICMR, 2008.

Fisher, Robert J., Christine Cavanagh, and Steve Foerster, “Investment Funds Institute of Canada” (& teaching note).

Fisher, Robert J. and David Sharp, “Ford Windstar” (& teaching note).

Fisher, Robert J. "The 2001 Canada Summer Games" (& teaching note).  
 Fisher, Robert J., "Canadian Tire: Selecting Social Marketing Programs" (& teaching note).  
 Fisher, Robert J. "Molson Canadian—The Rant" (& teaching note). Translated into Spanish in 2006.  
 Fisher, Robert J. and Adrian Ryans, "Nintendo Game Boy Color." (& teaching note). Reprinted in  
 Roger A. Kerin (2003), *"Strategic Marketing Problems: Cases and Comments, 10<sup>th</sup> Ed.,"* Prentice Hall, 2003.  
 Fisher, Robert J., "Evaluating Television Advertising Copy."  
 Fisher, Robert J., "Consumer Sales Promotion: Winners & Losers" (& teaching note), reprinted in Dale Beckman and John Rigby (2003), *"Foundations of Marketing, 8th Edition,"* Thomson Nelson.  
 Hulland, John, and Robert J. Fisher, "Leo Burnett Interactive" (& teaching note).  
 Parent, Michael, and Robert J. Fisher, "www.iveymba.com." (& teaching note).

## Editorial Service

Editorial Review Board, *Journal of Consumer Research*, 1999-present  
 Editorial Review Board, *Journal of Marketing*, 1997-2002, 2015-present  
 Editorial Review Board, *Journal of Marketing Research*, 2017-2022  
 Editorial Review Board, *Psychology & Marketing*, 1999-2018  
 Action Editor, *Canadian Journal of Administrative Sciences* 2013  
 Communications Track Chair, AMA Winter Educators' Conference 2004  
 Special Issue Editor on social desirability bias for *Psychology & Marketing*, 2000  
 Co-Editor, *Enhancing Knowledge Development in Marketing* (2007), Volume 18,  
 American Marketing Association Proceedings (CD).

## Other Professional Service

ACR-Sheth Liaison 2014-2015.  
 American Marketing Association Strategic Review Committee, AMA Winter Educator's Conference, February, 2015 in San Antonio, TX.  
 ACR Advisory Committee on Transformative Consumer Research (TCR), 2010-2014.  
 Association for Consumer Research Board Member, 2005-2008  
 Conference Co-Chair, 2007 American Marketing Association Summer Educator's Conference.  
 Program Committee for 1996, 1998, 1999, 2004, 2005, 2007, 2009, 2014 ACR Conferences  
 Reviewer, *Journal of Consumer Psychology*, 2008 - present  
 Reviewer, *Journal of Retailing* 2008 - present  
 Reviewer, ACR Transformational Research Project Grants 2006, 2010  
 Reviewer, *Journal of Marketing*, 1998-present  
 Reviewer, *Journal of Marketing Research*, 1998-present  
 Reviewer, *Marketing Letters* 2005-present  
 Ferber Award Judge, 2004  
 AMA Howard Award Judge, 2004, 2005  
 Reviewer, *Journal of the Academy of Marketing Science* 2003-present

Assessor, Hong Kong Research Grants Council, 2001  
Reviewer, *Psychology & Marketing* Special Issue, "Marketing, Advertising & Psycholinguistics"  
Assessor, Social Sciences and Humanities Research 2001-2007  
Chairperson for 1993, 1994 ACR, and 2003 APA Conferences  
Reviewer, *Journal of Consumer Research*, 1998-1999  
Reviewer, ACR Conference, 1993-2004, 2010, 2011, 2015  
Reviewer, AMA Summer Educators' Conference, 1995, 1998, 2000, 2004  
Reviewer, AMA Winter Educators' Conference, 1993, 1994, 1998, 1999, 2005  
Reviewer, ACR-Asia Pacific Conference, 1998, 2004  
Reviewer, *Leisure Sciences*, 1996  
Reviewer, Special issue on social influence in *Journal of Business Research*, 1995  
Reviewer, International Conference on Advertising, 1993  
Reviewer, *Journal of the Academy of Marketing Science* Conference, 1991

### **Professional Activities**

Judge, Maclean's Canadian Auto Dealer of the Year, 1999-2002  
Reviewer for American Marketing Association Edison New Products Panel, 1996-97  
Member of the AMA and ACR, 1990-present  
Member of AMA Special Interest Group on Consumer Behavior, 1995-present  
Vice-President of the CU Doctoral Business Student Association, 1988-1989.

### **Teaching**

#### **Undergraduate Program**

Advertising & Promotion  
Marketing Research  
Introduction to Marketing

#### **MBA Program**

Marketing Management  
Advertising & Promotion  
New Product Marketing

#### **PhD Program**

Research Methods  
Marketing Strategy

## **Executive Education**

RCMP Program on Branding, University of Alberta 2014  
Management Essentials Program, University of Alberta 2012  
Marketing for Engineers, University of Alberta 2011  
University of Alberta Retail Essentials, 2010  
IEDC School of Business MOL and GMP Programs (2008-2018)  
ICE Hong Kong Program, Ivey (2006-2008)  
Accelerating Management Talent Ivey (1999-2007)  
Marketing Management Program Ivey (2000-2007)  
Hutchison Port Holdings Global Leadership Program Ivey (2006-2008)  
Bank of China Strategic Marketing Program Ivey (2007)  
HSBC Strategic Marketing for Growth Program Ivey (2005-2006)  
HSBC Vision and Brand Program Ivey (2005)  
Samsung Marketing Program USC (1995)

## **Graduate Supervision**

### **Doctoral supervision (chair or co-chair)**

Saurabh Rawal, 2021, Wilfred Laurier University  
Katherine C. Lafreniere, University of Lethbridge, 2019  
Muyu Wei, University of Warwick, 2019  
Utku Akkoc, NAIT, 2015  
Bharat Sud, University of Guelph, 2009.  
Peter Voyer, Royal Military College, 2007.  
Sudha Mani, University of Texas, Arlington, 2007  
Veronika Papyrina, San Francisco State University, 2007.  
Yany Grégoire, Washington State University, 2004.

### **Doctoral committee membership**

Hyoseok Kim, doctoral committee member (U of Alberta).  
Muyu Wei, doctoral committee member (U of Alberta).  
Ken Wong, doctoral committee member (U of Alberta).  
Christian Schmidt, doctoral committee member (U of Alberta).  
Monica Popa, doctoral committee member (U of Alberta).  
Murat Usta, co-supervisor (U of Alberta)  
Bharat Sud, comps committee chair (UWO)  
Laurence Ashworth, external examiner (UBC – Queen’s University).  
Chis Plouffe, oral committee (UWO – University of Georgia)  
David Ackerman, dissertation committee (USC – University of California, Northridge)

Rajesh Chandy, oral committee (USC – University of Minnesota)  
Anil Peter, oral committee (USC PhD – IBM)

### **Other supervision**

Jesse Lawson (MBA) 2007  
Jason Chang (MBA) 2005  
Janice Lam (HBA) 2003  
Dan Tolhurst (HBA) 2003  
Robyn Hogelube (MBA) 2001  
Afshin Modir (MBA) 2001  
Patrick Ngo (MBA) 2001  
Zabin Jamal (MBA) 2001  
Alim Jiwa (HBA) 2000

### **UNIVERSITY ADMINISTRATIVE ACTIVITIES**

#### **University of Alberta**

Interim Department Chair (July 2021-July 2023)  
Acting Department Chair (Jan-May 2020)  
AACSB Faculty Coordinator (2014-2022)  
President's Appointee to the General Appeals Committee (GAC) 2018  
Dean's Selection Committee 2013  
Faculty Evaluation Committee, 2010-2012; 2016-2018  
Business Advisory Council, 2010-2015  
Department PhD Coordinator, 2008-2011  
Awards Committee Member 2009-2015  
MBA Program Design Committee 2010  
Judge Internal Case Competition, October 2007  
Judge MBA Games Case Preparation, December 2007

#### **Western University**

Organizational Structure Committee (Chair) 2005-2006  
Eminent Research Professor Committee 2005  
MBA Curriculum Term 3 Committee Leader 2004  
Promotion and Tenure Committee 2003-present  
Primary MBA Curriculum Review Committee, 2001-2002  
OGS and SSHRC Graduate Scholarship Evaluation Committee 2001-2003  
Alumni Roundtable Feb 2002  
Appointments Committee 2000-2002



MBA Appeal Review Committee 2001-2002  
MBA Applications Review Committee 2002  
Marketing Area Group Coordinator 2004 - 2007  
Ph.D. Coordinator, Marketing Area Group, 2000-2003  
Faculty Organizing Committee, Marketing Doctoral Consortium 2000

### **University of Southern California**

AMA faculty advisor, 1993-1994  
Member, Undergraduate Curriculum Task Force, 1994-1997  
Member, Marketing Subcommittee on Strategic Plan, 1994  
Member, Second Year MBA Curriculum Review Committee, 1992  
Department Faculty Advisor, 1992-1994  
Member of Annual Performance Review Committee, 1994-1996

### **COMMUNITY SERVICE**

Orchestra London Board Member 2000-2001  
London North West Soccer League, Girl's Under 11 Coach 2002-2003  
American Youth Soccer Association Region 23 Board Member 1992-1997  
American Youth Soccer Association Region 23 Coach, 1992-1998