

# SARAH G. MOORE

Professor, Thornton A. Graham Chair  
Associate Dean Research and PhD Program  
Alberta School of Business  
College of Social Sciences + Humanities  
University of Alberta

## EMPLOYMENT

---

*Professor*, Marketing, University of Alberta  
July 2021 –

*Associate Professor*, Marketing, University of Alberta  
July 2015 – 2021

*Assistant Professor*, Marketing, University of Alberta  
July 2009 – 2015

## EDUCATION

---

*Ph.D., Business Administration (marketing)*, May 2009  
Duke University, The Fuqua School of Business

*Bachelor of Commerce, honours*, May 2004  
The Sauder School of Business, University of British Columbia

## RESEARCH

---

### PUBLICATIONS

Berry, Leonard L., Danaher, Tracey, Howard, Chuck R., Moore, Sarah G., and Deanna Attai, “Improving How Clinicians Communicate with Patients: An Integrative Review and Framework,” forthcoming, *Journal of Service Research*.

Berry, Leonard L., Danaher, Tracey, Moore, Sarah G., Howard, Chuck R., and Deanna Attai, “In Reply: Where Reshaping Communications in Healthcare Service Begins,” forthcoming, *Journal of Service Research*.

Babin, Barry J., Harris, Eric G., Murray, Kyle B., and Sarah G. Moore (2023), “CB Consumer Behaviour,” 3<sup>rd</sup> edition. Cengage Canada.

Lafreniere, Katherine C. and Sarah G. Moore (2023), “Word-of-Mouth and Consumer Psychology.” In C. Lamberton, D. D. Rucker, and S. A. Spiller (Eds.), pp. 472-499, *The Cambridge Handbook of Consumer Psychology*. Cambridge University Press.

## PUBLICATIONS

- Kim, Soyoung, Moore, Sarah G., and Kyle B. Murray (2023), "Some like it warm: How warm brands mitigate the negative effects of social exclusion," *Psychology & Marketing*, 40(4), 777-790.
- Karabulut, Feyzan, Moore, Sarah G., and Paul R. Messinger (2023), "Choosing Backgrounds for Success: The Role of Videoconference Backgrounds in Self-Presentation," *Journal of the Association for Consumer Research*, 8(2), 153-164.
- 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*, 59(5), 908-925.
- Berger, Jonah, Grant Packard, Reihane Boghrati, Ming Hsu, Ashlee Humphreys, Andrea Luangrath, Sarah G. Moore, Gideon Nave, Christopher Olivola, and Matthew Rocklage (2022), "Wisdom from Words: Marketing Insights from Text." *Marketing Letters*, June, 1-13.
- Kim, Soyoung, Moore, Sarah G., and Kyle B. Murray (2021), "'Don't Buy' or 'Do Not Buy'? Negation Processing and Product Evaluations," *Journal of Marketing Theory and Practice*, 29(3), 308-322.
- Bastos, Wilson and Sarah G. Moore (2021), "Making Word-of-Mouth Impactful: Why Consumers React More to Word-of-Mouth about Experiential than Material Purchases," *Journal of Business Research*, 130, 110-123.
- Kim, Soyoung, Murray, Kyle B., Sarah G. Moore (2021), "The Importance of Warmth in Brand Design." In Katelijn Quartier, Ann Petermans, T. C. Melewar, and Charles Dennis (Eds.), *The Value of Design in Retail and Branding*. Emerald Publishing Limited, Bingley, pp. 109-119.
- Moore, Sarah G., Gráinne M. Fitzsimons, and Gavan J. Fitzsimons (2020), "She'll Take Two: Relationship Interdependence and Negative Emotion in Everyday Choice for Others." *Journal of the Association for Consumer Research*, 5(3), 335-344.
- Moore, Sarah G. and Katherine C. Lafreniere (2020), "How Online Word-of-Mouth Impacts Receivers," *Consumer Psychology Review*, 3, 34-59.
- Wu, Eugenia C., Sarah G. Moore, and Gavan J. Fitzsimons (2019), "Wine for the Table: Self-Construal, Group Size, and Choice for Self and Others," *Journal of Consumer Research*, 46(3), 508-527.
- McFerran, Brent, Sarah G. Moore, and Grant Packard (2019), "How Should Companies Talk to Customers Online?," *Sloan Management Review*, 60(2), 68-71.

## PUBLICATIONS

Packard, Grant, Sarah G. Moore, and Brent McFerran (2018), "(I'm) Happy to Help (You): Personal Pronoun Use in Customer-Firm Interactions," *Journal of Marketing Research*, 55(4), 541-555.

Zemack-Rugar, Yael, Sarah G. Moore, and Gavan J. Fitzsimons (2017), "Just Do It! Why Committed Consumers React Negatively to Assertive Ads," *Journal of Consumer Psychology*, 27(3), 287-301.

Moore, Sarah G. and Brent McFerran (2017), "She Said, She Said: Differential Interpersonal Similarities Predict Unique Linguistic Mimicry in Online Word of Mouth," *Journal of the Association for Consumer Research*, 2(2), 229-245.

Moore, Sarah G. (2015), "Attitude Predictability and Helpfulness in Online Reviews: The Role of Explained Actions and Reactions," *Journal of Consumer Research*, 42(1), 30-44.

Moore, Sarah G. and Gavan J. Fitzsimons (2014), "Yes, We Have No Bananas: Consumer Responses to Restoration of Freedom," *Journal of Consumer Psychology*, 24(4), 541-548.

Thirsk, Lorraine M., Sarah G. Moore, and Kacey Keyko (2014), "Influences on Clinical Reasoning in Family and Psychosocial Interventions in Nursing Practice with Patients and their Families Living with Chronic Kidney Disease," *Journal of Advanced Nursing*, 70(9), 2117-2127.

Moore, Sarah G. (2012), "Some Things are Better Left Unsaid: How Word of Mouth Influences the Storyteller," *Journal of Consumer Research*, 38(6), 1140-1154.

Moore, Sarah G., David T. Neal, Gavan J. Fitzsimons, and Baba Shiv (2012), "Wolves in Sheep's Clothing: When and How Hypothetical Questions Influence Behavior," *Organizational Behavior and Human Decision Processes*, 117(1), 168-178.

Moore, Sarah G., Melissa J. Ferguson, and Tanya L. Chartrand (2011), "Affect in the Aftermath: How the Implicit Pursuit of a Goal Influences Implicit Evaluations," *Cognition & Emotion*, 25(3), 453-465.

Leander, N. P., Sarah G. Moore and Tanya L. Chartrand (2009), "Mystery Moods: Their Origins and Consequences", in *Goals*, ed. Gordon Moskowitz and H. Grant, New York, NY: Guilford Press, 480-504.

Fitzsimons, Gavan J. and Sarah G. Moore (2008), "Should we Ask our Children About Sex, Drugs, and Rock & Roll? Potentially Harmful Effects of Asking Questions About Risky Behaviors," *Journal of Consumer Psychology*, 18(2), 82-95.

## PUBLICATIONS

Moore, Sarah G. and Gavan J. Fitzsimons (2008), "While Parents Might Not Want To, Researchers Really Should Ask Questions About Risky Behaviors," *Journal of Consumer Psychology*, 18(2), 111-115.

Moore, Sarah G., Darren W. Dahl, Charles B. Weinberg, Gerald J. Gorn, J-W. Park and Yuwei Jiang (2008), "Condom Embarrassment: Coping and Consequences for Use in Three Countries," *AIDS Care*, 20(5), 553-559.

Moore, Sarah G., Darren W. Dahl, Charles B. Weinberg and Gerald J. Gorn (2006), "Coping with Condom Embarrassment," *Psychology, Health and Medicine*, 11(1), 70-79.

## UNDER REVIEW/ WORKING PAPERS

Alexander, David, and Sarah G. Moore, "Too much of a good thing? How greater volumes of positive WOM can undermine new product adopters."

Wu, Eugenia C., Sarah G. Moore, Peggy J. Liu, and Daniella Kupor, "How and Why Bundling Two Material Goods Makes an Experience."

Jing, Lei (Emma), Ian Gellatly, Sarah G. Moore, and Mario Mikulincer, "Follower Performance after Leader Mistreatment: The Moderating Role of Attachment Insecurities and the Mediating Role of Arousal."

Koo, K. B., Sarah G. Moore, and Jennifer J. Argo, "Phatic Brand Communication on Social Media."

Lafreniere, Katherine C., Moore, Sarah G., and Mohamad Soltani, "Giving Thanks: How Managers Should Respond to Compliments in Positive Word-of-Mouth."

Moore, Sarah G. and Yael Zemack-Rugar, "Play it again, Sam! Understanding, Measuring, and Predicting Volitional Reconsumption."

Rizvi, Shaheer, Paul R. Messinger, and Sarah G. Moore, "Natural Language Processing and Text Analysis to Conceptualize Cuteness."

Weber, Virginia, Jennifer J. Argo, and Sarah G. Moore, "How Feedback Valence and Egocentrism impact Word-of-Mouth."

Weber, Virginia, Sarah G. Moore, Jennifer J. Argo, and Rhiannon MacDonnell, "How Do I Love Thee and How Many People Should I Tell? Wedding Guest Number, Love, and Marriage Length."

Zemack-Rugar, Yael and Sarah G. Moore, "Improving Wellbeing by Remediating Noncompliance with Health Recommendations: Increased Response Efficacy Mitigates the Negative Impact of Trait Reactance."

KNOWLEDGE  
MOBILIZATION

Karabulut, Feyzan, Messinger, Paul. R, and Sarah G. Moore (2023, May 26), “What's the Best Background for Video Calls? Most People Get It Wrong”, *Wall Street Journal*. Available at <https://www.wsj.com/articles/video-call-background-tips-7036a154>.

Lafreniere, Katherine C., Moore, Sarah G., and Fisher, Robert J. (2022, May 28), “Why Cursing in Online Reviews Can Actually Be a Good Thing”, *Wall Street Journal*. Available at <https://www.wsj.com/articles/cursing-online-reviews-effectiveness-11653505220>.

Grant Packard, Sarah G. Moore, and Brent McFerran (October 2020), “How to Speak to Customers to Build Trust,” *MIT Sloan Management Review Webinar*.

Grant Packard, Sarah G. Moore, and Brent McFerran (2020), “Speaking to Customers in Uncertain Times,” *MIT Sloan Management Review*. Available at <https://sloanreview.mit.edu/article/speaking-to-customers-in-uncertain-times>.

Packard, Grant, Sarah G. Moore, and Brent McFerran (2019), “I, Me, & My: Little Words that Make a Big Difference in Agent-Customer Interactions,” *Keller Center Research Report*, 12(2).

Moore, Sarah G., Brent McFerran, and Grant Packard (2018), “The Words and Phrases to Use—and to Avoid—When Talking to Customers,” *Harvard Business Review*. Available at <https://hbr.org/2018/10/the-words-and-phrases-to-use-and-to-avoid-when-talking-to-customers>.

Alexander, David L., and Sarah G. Moore (2017), “Everybody Loves It, You’ve Got to Love It Too! The Downside of Receiving More (and More) Positive Word of Mouth,” *Marketing Science Institute*, Report #17-102-01.

Packard, Grant, Sarah G. Moore, and Brent McFerran (2014), “How Can ‘I’ Help ‘You’? The Impact of Personal Pronoun Use in Customer-Firm Agent Interactions,” *Marketing Science Institute*, Report #14-110.

CONFERENCE  
PRESENTATIONS

Karabulut, Feyzan, Moore, Sarah G., and Paul R. Messinger, “Choosing Backgrounds for Success: The Role of Videoconference Backgrounds in Self-Presentation”

*Society for Consumer Psychology*, San Juan, Puerto Rico, 2023  
*Association for Consumer Research*, virtual conference, 2021

Grappe, Cindy G., Argo, Jennifer J., and Sarah G. Moore, “Losing Yourself to Others: How Identity-Incongruent Everyday Purchases for Others Impact Consumers and their Relationships.”

*Association for Consumer Research*, Denver, CO, 2022

Koo, K.B., Sarah G. Moore, and Jennifer J. Argo, “Phatic Brand Communication on Social Media: The Meaningfulness of Meaningless Communication.”

*Association for Consumer Research*, Denver, CO, 2022

Lafreniere, Katherine C. and Sarah G. Moore, “Should Reviewers and Website Moderators Censor Swearwords in Reviews?”

*American Marketing Association* (Winter), Las Vegas NV, 2022

\*Winner of Best Paper, Consumer Behaviour Track

*Academy of Marketing Science*, Monterrey CA, 2022

*Society for Consumer Psychology*, virtual conference, 2022

Lafreniere, Katherine C., Sarah G. Moore, and Robert J. Fisher, “The Power of Profanity in Word-of-Mouth.”

*Society for Consumer Psychology*, virtual conference, 2021

Koo, K.B., Sarah G. Moore, and Jennifer J. Argo, “Small-Talking Brands: Phatic Brand Communication on Social Media.”

*Association for Consumer Research*, virtual conference, 2020

Kronrod, Ann, Sarah G. Moore, Grant Packard, and Jonah Berger, “Where Consumer Behavior Meets Language: Applying Linguistic Methods to Consumer Research.”

*Association for Consumer Research*, virtual conference, 2020

Moore, Sarah G., Gopal Das, and Anirban Mukhopadhyay, “Emotional Echo Chambers: Observed Emoji Clarify Individuals’ Emotions and Responses to Social Media Posts.”

*Association for Consumer Research*, virtual conference, 2020

Rizvi, Shaheer, Sarah G. Moore, and Paul R. Messinger, “Slanguage and Cultural Value: It’s Lit to Say It—How Slang Affects Word-of-Mouth.”

*Association for Consumer Research*, virtual conference, 2020

*Society for Consumer Psychology*, Huntington Beach CA, 2020

Bastos, Wilson, and Sarah G. Moore, “It’s Not You, It’s Me: How to Make Word-of-Mouth Meaningful and Impactful.”

*Society for Consumer Psychology*, Huntington Beach CA, 2020

Moore, Sarah G., and Yael Zemack-Rugar, “Play it Again, Sam! An Empirical Examination of Volitional Reconsumption’s Motivations and Behavioral Consequences.”

*Society for Consumer Psychology*, Huntington Beach CA, 2020

*Association for Consumer Research*, Atlanta GA, 2019

Kronrod, Ann, Grant Packard, Sarah G. Moore, and Jonah Berger, “The Wisdom of Words: Language in Consumer Research.”

*Association for Consumer Research*, Atlanta GA, 2019

CONFERENCE  
PRESENTATIONS

Weber, Virginia, Jennifer J. Argo, and Sarah G. Moore, “The Impact of Feedback on Recommendations.”

*Association for Consumer Research*, Atlanta GA, 2019

Moore, Sarah G., Eugenia C. Wu, and Peggy J. Liu, “Better Together: How Bundling Increases Experiential Perceptions of Material Goods.”

*Society for Consumer Psychology*, Savannah GA, 2019

Rizvi, Shaheer, Sarah G. Moore, and Paul R. Messinger, “That’s So Sweet: Baby Cuteness Activates Sweetness to Increase Sweet Food Preference.”

*Association for Consumer Research*, Dallas TX, 2018

Lafreniere, Katherine C., Sarah G. Moore, and Robert J. Fisher, “The Power of Pottymouth in Word-of-Mouth.”

*Association for Consumer Research*, Dallas TX, 2018

A Discussion of Trust and Distrust in Word of Mouth (Roundtable).

*Association for Consumer Research*, Dallas TX, 2018

Moore, Sarah G., Gopal Das, and Anirban Mukhopadhyay, “Textual Paralanguage and Emotional Contagion: Social Proof in the Online Transmission of Emotion.”

*Society for Consumer Psychology*, Dallas TX, 2018

*Association for Consumer Research – Asia Pacific*, Ahmedabad India, 2019

Koo, K. B., Sarah G. Moore, and Jennifer J. Argo, “The Effect of Textual Paralanguage on Brand Warmth.”

*Society for Consumer Psychology*, Dallas TX, 2018

Weber, Virginia, Jennifer J. Argo, and Sarah G. Moore, “When Recommendations Go Wrong: The Impact of Egocentrism and Negative Feedback on Word of Mouth.”

*Society for Consumer Psychology*, Dallas TX, 2018

Wu, Eugenia C., Sarah G. Moore, and Gavan J. Fitzsimons, “Wine for the Table: Self-Construal and Choosing for Large Versus Small Groups.”

*Association for Consumer Research*, San Diego CA, 2017

Zemack-Rugar, Yael, Sarah G. Moore, and Gavan J. Fitzsimons, “Just Do It! Why Committed Consumers React Negatively to Assertive Ads.”

*International Consumer Brand Relationships Conference*, Porto Portugal, 2017

Bastos, Wilson and Sarah G. Moore, “The Broader Scope of the Experience Superiority—Just Listen!”

*Society for Consumer Psychology*, San Francisco CA, 2017

*Association for Consumer Research*, Berlin Germany, 2016

CONFERENCE  
PRESENTATIONS

Kim, Soyoung, Sarah G. Moore, and Kyle B. Murray, “Warm Brands as Relationship Partners: The Dynamics between Social Exclusion, Brands, and Interpersonal Connections.”

*Association for Consumer Research*, Berlin Germany, 2016

Kim, Soyoung, Sarah G. Moore, and Kyle B. Murray, “‘Don’t Buy’ or ‘Do Not Buy’? Negation Processing and Product Evaluations.”

*Baker Retail Conference*, Philadelphia PA, 2017

*Society for Consumer Psychology*, San Francisco CA, 2017

*Association for Consumer Research*, New Orleans LA, 2015

Weber, Virginia, Sarah G. Moore, Jennifer J. Argo, and Rhiannon MacDonnell, “How Do I Love Thee and How Many People Should I Tell? How Wedding Guest Number Influences Love and Marriage Length.”

*Association for Consumer Research*, New Orleans LA, 2015

Moore, Sarah G., “Automated Textual Analysis.”

*Association for Consumer Research*, New Orleans LA, 2015

Lopez, Inès, Salvador Ruis de Maya, and Sarah G. Moore, “How Sharing Sensations Influences Product Evaluations.”

*Association for Consumer Research*, New Orleans LA, 2015

*European Marketing Academy*, Valencia Spain, 2014

Weber, Virginia, Sarah G. Moore, Rhiannon MacDonnell, and Jennifer Argo, “The Public Heart: Sharing Emotions on Social Media.”

*Association for Consumer Research*, Baltimore MD, 2014

*Association for Consumer Research*, Chicago IL, 2013 (poster)

Moore, Sarah G., “Material Words: How Sharing Material and Experiential Purchases Influences Self-Esteem.”

*Association for Consumer Research*, Baltimore MD, 2014

*Society for Consumer Psychology*, Miami FL, 2014.

Moore, Sarah G., Yael Zemack-Rugar, and Gavan J. Fitzsimons, “Buy Now! Brand Relationships and Consumer Responses to Restrictive Advertising.”

*Association for Consumer Research*, Baltimore MD, 2014

*Association for Consumer Research (Europe)*, Barcelona Spain, 2013

Alexander, David L., and Sarah G. Moore, “Try It, You’ll Like It! The Downside of Positive Word of Mouth.”

*Society for Consumer Psychology*, Miami FL, 2014

*Association for Consumer Research*, Chicago IL, 2013

Packard, Grant, Sarah G. Moore, and Brent McFerran, “Putting the Customer Second: Pronouns in Customer-Firm Interactions.”

*Association for Consumer Research*, Chicago IL, 2013

CONFERENCE  
PRESENTATIONS

- Moore, Sarah G. "Action and Reaction Explanations in Word of Mouth."  
*Association for Consumer Research*, Chicago IL, 2013  
*Society for Consumer Psychology*, San Antonio TX, 2013
- Moore, Sarah G. and Brent McFerran, "Linguistic Mimicry in Word of Mouth."  
*Society for Consumer Psychology*, Florence, Italy, 2012  
*Association for Consumer Research*, St. Louis MO, 2011
- Moore, Sarah G. "Think Outside the Lab: Customer Service Emails."  
*Association for Consumer Research*, Vancouver BC, 2012
- Moore, Sarah G., Eugenia Wu, and Gavan J. Fitzsimons, "You've Got a (Bad) Friend in Me: Self-Construal and Selfishness in Communal Choice."  
*Society for Consumer Psychology*, Las Vegas NV, 2012  
*Association for Consumer Research*, St. Louis MO, 2011
- Moore, Sarah G., "Answering Why: How Explanations Influence Speakers."  
*Society for Consumer Psychology*, Atlanta GA, 2011
- Ferguson, Melissa, Sarah G. Moore, and Tanya L. Chartrand, "How the Implicit Pursuit of a Goal Influences Implicit Evaluations."  
*Society Personality and Social Psychology*, San Antonio TX, 2011
- Sarah G. Moore, Gavan J. Fitzsimons, and James R. Bettman, "Some Things are Better Left Unsaid: How Word of Mouth Influences the Speaker."  
*Association for Consumer Research*, Pittsburgh PA, 2009
- Wu, Eugenia C., Sarah G. Moore, and Gavan J. Fitzsimons, "Wow, This is Bad Wine! Dinner Out With Independent Self-Construal Consumers."  
*Society for Consumer Psychology*, San Diego CA, 2009  
*Association for Consumer Research*, San Francisco CA, 2008
- Moore, Sarah G. and Gavan J. Fitzsimons, "Ptolemy vs. Copernicus: Self-Construal and Social Consumption."  
*Marketing Science*, Vancouver BC, 2008  
*Association for Consumer Research*, San Francisco CA, 2008
- Gorn, Gerald J., Sarah G. Moore, Darren W. Dahl, Charles B. Weinberg, J-W. Park, and Yuwei Jiang. "Condom Embarrassment: Coping and Consequences for Use in Three Countries."  
*AIDS IMPACT*, Marseilles France, 2007
- Moore, Sarah G. and Gavan J. Fitzsimons, "Just Say No: Can Firms Enhance Customer Happiness by Denying Their Requests?"  
*Association for Consumer Research*, Memphis TN, 2007
- Moore, Sarah G. and Gavan J. Fitzsimons, "What's Yours Is Mine: Self-Construal and Reactance on Behalf of Others."  
*Association for Consumer Research*, Orlando FL, 2006

## INVITED TALKS

### Seminars

How Bundling Increases Experiential Perceptions of Material Goods

*Hong Kong University of Science and Technology*, 2023

*McGill University*, 2023

*Lehigh University*, 2022

*University of Toronto*, 2022

*University of Washington*, 2021

*Hong Kong Polytechnic University*, 2021

*University of Guelph*, 2020

*University of British Columbia*, 2019

The Words in Word-of-Mouth: Explaining, Swearing, and a Framework

*University of Cincinnati*, 2019

The Impact of Personal Pronoun Use in Customer-Firm Interactions

*Behavioral Insights from Text*, University of Pennsylvania, 2018

*Centre for Comparative Psycholinguistics*, University of Alberta, 2017

*Koç University*, Kümpem Retail Conference, 2017

*Católica-Lisbon School of Business and Economics*, 2015

Wine for the Table: Self-Construal and Choosing for Groups

*Católica-Lisbon School of Business and Economics*, 2017

‘Don’t Buy’ or ‘Do Not Buy’? Negations and Product Evaluations

*Koç University*, Kümpem Retail Conference, 2017

Material Words: Explaining Language in Word of Mouth

*ING Global Colloquium*, University of Connecticut, 2014

How Word-of-Mouth Influences the Storyteller (2008)

*Cornell University*, *University of Alberta*, *Boston University*

*Ohio State University*, *University of Chicago*, *Dartmouth College*

*Vanderbilt University*, *Queen’s University*, *Concordia University*

### Conferences

Research Skills Workshop: Text Analysis

*Society for Consumer Psychology*, 2018

Word of Mouth: A Micro-Psychological Perspective

*Association for Consumer Research*, 2014

Doctoral Consortia

*Association for Consumer Research*, 2012, 2014, 2017, 2021

*Society for Consumer Psychology*, 2014

How Word-of-Mouth Influences the Storyteller

*Yale Center for Customer Insights Conference*, 2010

*John’s Alumni Lecture Series*, University of Alberta, 2010

*Marketing Science Institute: The New Art and Science of Branding*, 2009

## Workshops

Introduction to Text Analysis  
*University of Alberta, 2022*

---

## SERVICE

### PROFESSIONAL

#### Editorial Review Boards

*Journal of Consumer Research*, 2014-15, 2015-16, 2016-18, 2018-20  
Associate Editor, February 2020-present

*Journal of Marketing*

Associate Editor, April 2023-present

*Journal of Marketing Research*, 2014-16, 2016-18, 2018-20, 2020-21

*Journal of Consumer Psychology*, 2012-15, 2015-17, 2018-20, 2020-21

Special Issue Co-Editor (*Consumer Insights from Text Analysis*), with  
Grant Packard and Jonah Berger (2023)

#### Executive Roles

*Society for Consumer Psychology*, Secretary-Treasurer (2023-2025)

#### Conference Organizing

*Association for Consumer Research*

Associate Editor (2020, 2022, 2023)

Program Committee (2015, 2019)

*Society for Consumer Psychology*

Conference Co-Chair (2021; virtual)

Working Paper Co-Chair (2019)

Program Committee (2016, 2022)

*International Conference on Language and Social Psychology*

Local Organizing Committee (2018)

#### Reviewing

*Journals*

Journal of Marketing

Marketing Science

Management Science

Journal of Personality and Social Psychology

Journal of the Association for Consumer Research

International Journal of Research in Marketing

Marketing Letters

Journal of Business Research

Journal of Interactive Marketing

Psychology & Marketing

Journal of Marketing Theory and Practice

Canadian Journal of Administrative Sciences

Memory

Journal of Experimental Social Psychology

PROFESSIONAL

*Journals continued*

Journal of Experimental Psychology (LMC; Applied)  
Journal of Neuroscience, Psychology, and Economics  
Social Science Research  
British Journal of Social Psychology

*Conferences*

Association for Consumer Research, 2007-present  
Society for Consumer Psychology, 2008-present  
European Marketing Academy, 2011-present

*Grants/Competitions*

ACR/Sheth Foundation Dissertation Grant  
Clayton Dissertation Competition (*Marketing Science Institute*)  
Hong Kong Research Grants Council  
Israeli Science Foundation  
Social Media Competition (*Marketing Science Institute*)  
Swiss National Science Foundation

Grant Committees

Insight Development Grants (Business and Management Committee),  
*Social Sciences and Humanities Research Council of Canada (SSHRC)*, 2012

SCHOOL OF  
BUSINESS

Faculty Evaluation Committee (2021-2023)  
Academic Teaching Staff Evaluation Committee (2023)  
Marketing Behavioural Lab Coordinator (2012-2022)  
Graduate Studies Policy Committee (2018-2019)  
Canadian Business Leader Award Selection Committee (2018)  
Alberta School of Business Strategic Planning Committee (2017)  
Marketing Camp Planning Committee (2013, 2014)  
Manitoba International Marketing Competition Faculty Advisor (2012-2014)  
University Of Alberta Marketing Association Faculty Liaison (2010-2011)

UNIVERSITY

Killam Accelerator Award Adjudication Committee (2023)  
General Faculties Council (2019-2022)  
Graduate Scholarship Committee (2015-present)  
Banting Postdoctoral Fellowship SSHRC Sub-Committee (2020, 2021, 2022)  
Academy of SSHRC Reviewers (2013-present)  
Signature Research Areas  
- Artificial Intelligence for Society (University; affiliate member)  
- Digital Synergies (Faculty of Arts; affiliate member)  
- Language, Communication, and Culture (Faculty of Arts; leadership team)

## TEACHING

---

### COURSES TAUGHT

#### *Undergraduate*

Consumer Behaviour, University of Alberta (2015-2022)  
Introduction to Marketing, University of Alberta (2009-2012)  
Directed Studies, University of Alberta (2011, 2013)  
Marketing Management, Duke University (2007)

#### *Graduate (MBA)*

Consumer Behaviour, University of Alberta (2011-2022)

#### *Graduate (PhD)*

Buyer Behaviour, University of Alberta (2015)  
Current Research in Marketing, University of Alberta (2014)

#### *Executive*

Social Media and Competitive Intelligence, *Directors' Education Program*,  
University of Alberta (2019-2022)  
MARK 830, Executive MBA Program, University of Alberta (2021-)

#### *Guest Lectures*

PSYCO 305: Social Influence  
(undergraduate) Instructor: Jennifer Passey (2012-2014)  
NURS 574: Health Practice in Communities and Organizations  
(graduate); Instructor: Lorraine Thirsk (2012)  
BUS 716: Computer-Based Experiments for Behavioural Research  
(graduate); Instructor: Gerald Häubl (2010)

### GRADUATE SUPERVISION

#### *Direct Doctoral Supervision (Supervisor/Co-supervisor)*

Cindy Grappe, marketing, University of Alberta  
Amirreza Faghihnia, marketing, University of Alberta  
Niusha Safarpour, marketing, University of Alberta  
Feyzan Karabulut, marketing, University of Alberta  
Shaheer Rizvi, marketing, University of Alberta (2022)  
Kyobeom Koo, marketing, University of Alberta (2021)  
Katherine Lafreniere, marketing, University of Alberta (2019)  
Soyoung Kim, marketing, University of Alberta (2018)  
Virginia Weber, marketing, University of Alberta (2018)

#### *Doctoral Supervision (Supervisory and/or Dissertation Committee Member)*

Qiao Liu, marketing, University of Alberta  
Rory Waisman, marketing, University of Alberta  
Natalie Bolen, marketing, University of Alberta  
Shuhan Yang, marketing, University of Alberta  
Bijit Ghosh, marketing, University of Alberta

Turan Bayramli, marketing, University of Alberta  
Yiping Li, marketing, University of Massachusetts, Lowell  
Seo Young Mae, marketing, Northwestern University  
Layla Nasser, communications, University of Ottawa (2023)  
Zahid Rahman, management, University of Alberta (2023)  
Amir Sepheri, marketing, Western University (2021)  
Nahid Ibrahim, marketing, University of Alberta (2021)  
Saurabh Rawal, marketing, University of Alberta (2021)  
Hyoseok Kim, marketing, University of Alberta (2021)  
Lei (Emma) Jiang, management, University of Alberta (2021)  
Shuo (Shirley) Chen, marketing, University of Alberta (2020)  
Begüm Şener, marketing, Koç University (2019)  
Qian (Claire) Deng, marketing, University of Alberta (2018)  
Muyu (Sarah) Wei, marketing, University of Alberta (2018)  
Jamin Blatter, psychology, University of Alberta (2016)  
Matthew Russell, psychology, University of Alberta (2016)  
Thomas Allard, marketing, University of British Columbia (2016)  
Ke (Christy) Tu, marketing, University of Alberta (2016)  
Ding (Allen) Tian, marketing, University of Alberta (2015)  
Utku Akkoc, marketing, University of Alberta (2015)  
Kristen Smirnov, marketing, University of Alberta (2013)  
Neil Brigden, marketing, University of Alberta (2013)  
Keri Kettle, marketing, University of Alberta (2011)  
Christian Schmid, marketing, University of Alberta (2010)

*Masters Supervision (Thesis Committee Member)*

Cory Tam, psychology, University of Alberta (2014)  
Muhammad Waqar, comp sci, University of Alberta (2014)  
Matthew Russell, psychology, University of Alberta (2013)

## GRANTS

---

How AI Chat Agents' Language Use Affects Customer Satisfaction  
*Insight Development Grant, Social Sciences and Humanities Research Council of Canada, 2023 (\$57,956), with Paul Messinger (co-applicant)*

Communicating with Constraints  
*Thornton A. Graham Chair, University of Alberta, 2021-2026 (\$75,000)*

MARK 320: Consumer Behaviour  
*Business Blended Learning Award, Level 2, University of Alberta, 2020 (\$39,880), with Noah Castelo*

A Spoonful of Sugar: Harnessing Fun to Increase Charitable Donations  
*Insight Development Grant, Social Sciences and Humanities Research Council of Canada, 2019 (\$57,066), with Jennifer Argo (co-applicant)*

Slangage: The Use and Effects of Slang Terms in Consumer-to-Consumer and Firm-to-Consumer Online Communication  
*Insight Grant, Social Sciences and Humanities Research Council of Canada, 2019 (\$161,107), with Paul Messinger (co-applicant)*

Hearts and Hashtags: The Effects of Emotion Labeling in Social Media  
*Winspear Senior Faculty Fellowship (Eric Geddes Professor), 2019, (\$60,000)*

Material Words: How Word-of-Mouth Impacts Self-Esteem  
*Insight Development Grant, Social Sciences and Humanities Research Council of Canada, 2016 (\$50,130)*

The Public Heart: The Impact of Sharing Emotions on Social Media  
*Insight Grant, Social Sciences and Humanities Research Council of Canada, 2014 (\$93,400), with Jennifer Argo (co-applicant)*

Play it Again, Sam! Measuring and Assessing Volitional Re-consumption  
*Faculty Fellowship, Alberta School of Business, 2014 (\$15,000)*

Try It, You'll Like It! The Downside of Positive Word of Mouth  
*Marketing Science Institute, 2014 (\$12,800), with David Alexander*

"Don't Buy" or "Do Not Buy"? Negations and Product Evaluations  
*Faculty Fellowship, Alberta School of Business, 2013 (\$12,000)*

Social Sharing of Emotion: Broadcasting vs. Narrowcasting in Social Media  
*Research Operating Grant, Killam Research Fund, 2013 (\$7,000)*  
*Office of the Vice-President (Research), University of Alberta, 2013 (\$7,500)*

Corpus of Spontaneous Multimodal-Interactive Language  
*Research Cluster Grant, Kule Institute for Advanced Study, 2013 (\$20,000)*

Linguistic Mimicry in Online Word of Mouth  
*Insight Development Grant, Social Sciences and Humanities Research Council of Canada, 2011 (\$34,600), with Brent McFerran (co-applicant)*

You've Got a (Bad) Friend in Me: Consumer Choice for Others  
*Walmart Seed Grant, University of Alberta School of Retailing, 2011 (\$8,000)*

How Word of Mouth Influences the Speaker  
*New Scholar Grant, Social Sciences and Humanities Research Council of Canada, 2010 (\$23,100)*

Brand Personality and Consumer Response to Pushy Promotions  
*Walmart Seed Grant, University of Alberta School of Retailing, 2010 (\$8,000)*

Consumer Response to Stockouts  
*Walmart Seed Grant, University of Alberta School of Retailing, 2009 (\$8,000)*

## AWARDS

---

Best Paper, Consumer Behavior Track (2022), *American Marketing Association* (Winter), Las Vegas NV

Great Supervisor Award, *Faculty of Graduate Studies and Research* (2020)

Outstanding Reviewer Award, *Journal of Consumer Research* (2015, 2018)

Outstanding Research in Retailing, *University of Alberta School of Retailing* (2013)

Robert Ferber Award, *Journal of Consumer Research* (2012)

Outstanding Reviewer Award, *Canadian Journal of Administrative Sciences* (2011)

AMA-Sheth Doctoral Consortium Fellow (2008)

Doctoral Fellowship, *SSHRC* (2005-2007)

Graduate Fellowship, *Duke University* (2004-2009)