### JENNIFER J. ARGO

# Department of Marketing, Business Economics and Law

3-20J Business Building University of Alberta

Edmonton, Alberta Canada, T6G 2R6

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# EDUCATION

*Ph.D.* Marketing

University of Manitoba, Winnipeg, Manitoba, Canada, 2003

*B.Comm.(Hons.)* International Business

 University of Manitoba, Winnipeg, Manitoba, Canada 1999

**PROFESSIONAL AND ACADEMIC EXPERIENCE**

2014-present *Professor*, University of Alberta

 Carthy Professor of Marketing

2011-2014 *Professor*, University of Alberta

 George M. Cormie Professor of Marketing

2007-2011 *Associate Professor*, University of Alberta

2010 *Visiting Associate Professor*, University of Colorado at Boulder

2009 *Visiting Associate Professor*, Duke University

2003-2007 *Assistant Professor*, University of Alberta

 Roger S. Smith Assistant Professor of Business

2003 *Lecturer*, University of British Columbia, Vancouver, Canada

2002 *Lecturer*, University of Manitoba, Winnipeg, Canada

2001 *Teaching Assistant,* University of Manitoba, Winnipeg, Canada

2001 *Consultant*, National Research Council, Winnipeg, Canada

1998-2001 *Research Assistant*, University of Manitoba, Winnipeg, Canada.

**REFEREED JOURNAL ARTICLES**

Argo, Jennifer J. and Darren Dahl (2017), “Signals of Beauty: The Impact of Mannequins in the Retail Context,” *Journal of Consumer Research*, forthcoming.

Lin, Lily, Darren Dahl and Jennifer J. Argo (2017), “Refining the Tightness and Looseness Framework with a Consumer Lens,” *Journal of Consumer Psychology*, forthcoming.

Trudel, Remi, Jennifer J. Argo, and Matthew Meng (2016), “The Recycled Self: Consumers' Disposal Decisions of Identity-Linked Products,” *Journal of Consumer Research*, 43(2), 246-64.

Trudel, Remi, Jennifer J. Argo, and Matthew Meng (2015), “Trash or Recycle? How Product Distortion Leads to Categorization Error During Disposal,” *Environment & Behavior*, forthcoming*.*

White, Katherine Bonnie Simpson, and Jennifer J. Argo (2014), “The Motivating Role Of Dissociative Outgroups in Encouraging Positive Consumer Behaviors,” *Journal of Marketing Research*, 51 (4), 433-447.

McFerran, Brent and Jennifer J. Argo (2013), “The Entourage Effect,” *Journal of Consumer Research*, 40 (5), 871-884.

Trudel, Remi and Jennifer J. Argo (2013), “The Effect of Product Size and Form Distortion on Consumer Recycling Behavior,” *Journal of Consumer Research,* 40 (4), 632-643.

Zhu, Rui (Juliet) and Jennifer J. Argo (2013), “Exploring the Impact of Various Shaped Seating Arrangements on Persuasion,” *Journal of Consumer Research*, 40 (2), 336-49. (equal author)

Lin, Lily, Darren Dahl and Jennifer J. Argo (2013), “Do the Crime, Always Do the Time? Insights into Consumer-to-Consumer Punishment Decisions,” *Journal of Consumer Research*, 40(1), 64-77.

Dolcos, Sanda, Keen Sung, Jennifer J. Argo, Sophie Flor-Henry, and Florin Dolcos (2012), “The Power of a Handshake: Neural Correlates of Evaluative Judgments in Observed Social Interactions,” *Journal of Cognitive Neuroscience*, 24(12), 2292-2305.

White, Katherine, Jennifer J. Argo, and Jaideep Sengupta (2012), “Associative Versus Dissociative Responses to Social Identity Threat: The Role of Consumer Self-Construal,” *Journal of Consumer Research*, 39 (4), 704-719.

 Reprinted in the *Journal of Consumer Research Curations*, “Social Identity and Consumer Behavior, Winter 2012.

Argo, Jennifer J. and Katherine White (2012), “When Do Consumers Eat More? The Role of Appearance Self-Esteem and Food Packaging Cues” *Journal of Marketing*, 76(March), 67-80.

Argo, Jennifer J. and Baba Shiv (2012), “Are White Lies as Innocuous as We Think?” *Journal of Consumer Research*, 38(6), 1093-1102.

Dahl, Darren W., Jennifer J. Argo, and Andrea Morales (2012), “Social Information in a Retail Environment: The Importance of Referent Identity, Product Consumption, and Self-Esteem,” *Journal of Consumer Research,* 38(5), 860-871. (share equal authorship with Dahl).

White, Katherine and Jennifer J. Argo (2011), “When Imitation Doesn’t Flatter: The Role of Consumer Distinctiveness in Response to Mimicry,” *Journal of Consumer Research,* 38 (4), 667-680. (equal authorship).

 Reprinted in the *Journal of Consumer Research Curations,* “Social Influence and Consumer Behavior, Spring 2013.

Kurt, Didem, J. Jeffrey Inman, and Jennifer J. Argo (2011), “How Shopping with Friends Promotes Consumer Spending,” *Journal of Marketing Research*, 48 (4), 741-754.

Argo, Jennifer J. Darren W. Dahl, and Katherine White (2011), “Deceptive Strategic Identity Support: Misrepresentation of Information to Protect another Consumer's Public Self-Image” *Journal of Applied Social Psychology*, 41(11), 2753-2767

Sung Keen, Sanda Dolcos, Sophie Flor-Henry, Crystal Zhou Claudia Gasior, Jennifer J. Argo, and Florin Dolcos (2011), “Brain Imaging Investigation of the Neural Correlates of Observing Virtual Social Interactions,” *Journal of Visualized Experiments*, 53, [doi: 10.3791/2379](http://www.jove.com/details.php?id=2379).

Argo, Jennifer J., Monica Popa, and Malcolm C. Smith (2010), “The Sound of Brands,” *Journal of Marketing*, 74 (4), 97-109.

Levav, Jonathan and Jennifer J. Argo (2010), “Physical Contact and Financial Risk-Taking,” *Psychological Science*, 21 (6), 804-810 (equal authorship).

White, Katherine and Jennifer J. Argo (2009), “Social Identity Threat and Consumer Preferences,” *Journal of Consumer Psychology*, 19 (3), 313-325*.*

Argo, Jennifer J. and Kelley J. Main (2008), “Stigma-by-Association in Coupon Redemption: Looking Cheap Because of Others,” *Journal of Consumer Research*, 35(4), 559-572. (lead article)

Argo, Jennifer J., Darren W. Dahl, and Andrea C. Morales (2008), “Positive Consumer Contamination: Responses to Attractive Others in a Retail Context,” *Journal of Marketing Research,* 45(6), 690-701.

Argo, Jennifer J., Juliet Zhu, and Darren W. Dahl, (2008), “Fact or Fiction: An Investigation of Empathy Differences in Response to Emotional Melodramatic Entertainment,” *Journal of Consumer Research*, 34(5), 614-623.

Argo, Jennifer J., Katherine White, and Darren. W. Dahl (2006), “Social Comparison Theory and Deception in the Interpersonal Exchange of Consumption Information,” *Journal of Consumer Research*, 33(1), 99-108.

Argo, Jennifer J., Darren W. Dahl, and Andrea C. Morales (2006), “Consumer Contamination: How Consumers React to Products Touched by Others,” *Journal of Marketing*, 70(2), 81-94.

Argo, Jennifer J., Darren W. Dahl, and Rajesh V. Manchanda (2005), “The Influence of a Mere Social Presence in a Retail Context,” *Journal of Consumer Research*, 32 (September), 207-212.

Argo, Jennifer J. and Kelley J. Main (2004), “A Meta-Analysis of The Effectiveness of Warning Labels,” *Journal of Public Policy & Marketing*, 23(2), 193-208.

Main, Kelley J., Jennifer J. Argo, and Bruce A. Huhmann, (2004), “Pharmaceutical Advertising in the USA: Information or Influence?” *International Journal of Advertising*, 23(1), 119-142.

Dahl, Darren W., Rajesh V. Manchanda, and Jennifer J. Argo (2001), “Embarrassment in Consumer Purchase: The Roles of Social Presence and Purchase Familiarity,” *Journal of Consumer Research*, 28(3), 473-481.

**PAPERS UNDER REVIEW FOR PUBLICATION**

Swait, Joffre, Jennifer J. Argo, and Lianhua Li, “Modeling Simultaneous Multiple Goal Pursuit in Consumer Product Choice,” conditional accept at the *Journal of Marketing Research*.

Weber, Virginia, Sarah G. Moore, Jennifer J. Argo, and Rhiannon MacDonnell, “How Do I Love Thee and How Many People Should I Tell: The Relationship between the Number of Wedding Guests and Marriage Length, Love, and Divorce,” revise and resubmit (2nd round) at the *Journal of Consumer Research.*

White, Katherine, Madelynn Matthews, and Jennifer J. Argo, “Self-Verification Through Identity-Association: The Effects of Publicly Versus Privately Communicated Social Identity Threats on Consumer Preferences,” revise and resubmit (2nd round) at the *Journal of Consumer Psychology.*

Argo, Jennifer J., Christian Schmid and Katherine White, “When Consumers Revise Their Self-Concepts in Response to Threat: The Role of Materialistic Values,” revise and resubmit (2nd round) at the *Journal of Consumer Research*.

**PAPERS IN REFEREED CONFERENCE PROCEEDINGS**

Meng, Matthew D., Remi Trudel, and Jennifer J. Argo (2015), “The Effect of Self-Identity on Recyling Behavior,” in *Proceedings of the Society for Consumer Psychology 2015 Winter Conference*, Phoenix, Arizona.

Rubin, Daniel, Beth Vallen, Veronika Ilyuk, Lauren Block, and Jennifer J. Argo (2014) “Packages That Look Like You: The Effect of Customer Body Size on Product Recommendations,” in *Proceedings of the Society for Consumer Psychology 2014 Winter Conference*, Miami, Florida.

McFerran Brent and Jennifer J. Argo (2014), “The Entourage Effect,” in *Proceedings of the Society for Consumer Psychology 2014 Winter Conference*, Miami, Florida.

Simpson, Bonnie, Katherine White and Jennifer J. Argo (2014), “The Motivating Role of Dissociative Outgroups in Encouraging Sustainable Consumer Behaviors,” in *Proceedings of the Society for Consumer Psychology 2014 Winter Conference*, Miami, Florida.

Matthews, Madelynn, Katherine White and Jennifer J. Argo (2013), “Self-Verification through Identity-Association: The Effects of Publicly Versus Privately Communicated Social Identity Threats on Consumer Preferences,” in *Proceedings of the Society for Consumer Psychology 2013 Winter Conference*, San Antonio, Texas.

Wang, Chen, Ravi Mehta, Rui (Juliet) Zhu, and Jennifer J. Argo (2012), “Dim or Bright? The Influence of Illuminance on Creativity,” in *Proceedings of the Society for Consumer Psychology 2012 Winter Conference*, Las Vegas, Nevada.

Schmid, Christian, Jennifer J. Argo, and Gerald Haubl (2012), “My Treat! Choosing What to Consume when Someone Else is Paying,” in *Proceedings of the Society for Consumer Psychology 2012 Winter Conference*, Las Vegas, Nevada.

Popa, Monica and Jennifer J. Argo (2011), “Social Treatment and Its Impact on Consumer Behavior,” in *Proceedings of the Society for Consumer Psychology 2011 Winter Conference*, Atlanta, Georgia.

McFerran, Brent and Jennifer J. Argo (2011), “The Status By Association Effect,” in *Proceedings of the Society for Consumer Psychology 2011 Winter Conference*, Atlanta, Georgia.

White, Katherine, Jennifer J. Argo, and Jaideep Sengupta (2011), “When do Consumers Bolster Their Preferences in the Face of Threat? The Role of Self-Construal and Collective Identity Activation,” in *Proceedings of the Society for Consumer Psychology 2011 Winter Conference*, Atlanta, Georgia.

Kurt, Didem, J. Jeffrey Inman, and Jennifer J. Argo (2009), “How Shopping with Friends Affects Consumer Spending,” in *Proceedings of the Society for Consumer Psychology 2009 Winter Conference*, San Francisco, California.

White, Katherine and Jennifer J. Argo (2007), “When Shift Happens: Social Identity Threat and Consumer Preferences,” in *Proceedings of the Society for Consumer Psychology 2007 Winter Conference*, Las Vegas, Nevada.

Argo, Jennifer J. Darren W. Dahl, Andrea C. Morales (2006), “Consumer Contamination: How Consumers React to Products Touched by Others,” in *Proceedings of the Society for Consumer Psychology 2006 Winter Conference*, Miami, Florida.

Argo, Jennifer J. and Kelley J. Main (2004), “The Impact of Coupon Value, Purchase Recipient, and Time of Redemption on What I Think They Think of Me: An Investigation of Metaperceptions in Coupon Redemption Situations,” in *Proceedings of the Society for Consumer Psychology 2004 Winter Conference*, Amar Cheema, Scott Hawkins, and Joydeep Srivastava (eds), San Francisco, California, 100-104.

Huhmann, Bruce A. and Jennifer J. Argo (2003) “Depictions of Gender Roles and Social Power in African and North American Magazine Advertisements,” in *Proceedings of the 2003 Conference of the American Academy of Advertising*, Les Carlson (ed), Broomfield, Colorado, 7-8.

Argo, Jennifer J. and Kelley J. Main (2002), “I’m Not Cheap, But If I Use This Coupon I Believe You’re Going to Think I Am: The Influence of Metaperceptions Upon Coupon Redemption,” in *Administrative Science Association of Canada Conference Proceedings*, Edward R. Bruning (ed.), Winnipeg, Manitoba, 53-61.

Bruning, Edward R., Jennifer J. Argo, and Kelley J. Main (2001), “An Exploration of Antecedents and Consequences of Market Orientation for Canadian Exporters,” in *Administrative Science Association of Canada Conference Proceedings*, Rajesh V. Manchanda (ed.), London, Ontario, 1-10.

Argo, Jennifer J. and Mary E. Brabston (2000), “Electronic and Non-Electronic Commerce: A Framework for Choosing Demand Models,” in *Proceedings of the 15thAnnual Conference of the International Academy for Information Management*, Camille Rogers (ed.), Brisbane, Australia, 335-341.

**CONFERENCE PRESENTATIONS**

 “The Role of Self-Identity in Consumer Disposal Decisions” with Remi Trudel and Matthew Meng, La Londe Consumer Behavior Conference; La Londe, France, 2015.

“The Role of Self-Identity in Consumer Disposal Decisions” with Remi Trudel and Matthew Meng, Marketing & Public Policy Conference; Washington, DC, USA, 2015.

“The Influence of Social Identity on Disposal Behavior,” with Remi Trudel and Matthew Meng, Association for Consumer Research, New Orleans, Louisiana, October 2015.

“The Last One on Roll Call, the Last One to Leave the Store: The Last Name Effect and Unplanned Shopping,” with Didem Kurt and J. Jeffrey Inman, Association for Consumer Research, New Orleans, Louisiana, October 2015.

“How Do I Love Thee (And Who Should I Tell?) – The Implications of Emotional Suppression Due to Audience Size,” with Virginia Weber, Sarah Moore, and Rhiannon MacDonnell, Association for Consumer Research, New Orleans, Louisiana, October 2015.

“The Public Heart: the Impact of Sharing Emotions on Social Media,” with Virginia Weber, Sarah G. Moore, and Rhiannon MacDonnell, Association for Consumer Research, Baltimore, Maryland, October 2014.

“How Self-Construal and Social Presence Influence Information Processing,” with Utku Akkoc, Association for Consumer Research, Baltimore, Maryland, October 2014.

“The Influence of Self-Identity on Consumer Recycling Behavior,” with Remi Trudel and Matthew D. Meng, and Remi Trudel, Association for Consumer Research, Baltimore, Maryland, October 2014.

 “How Others' Body Height Affects Product Evaluations,” with Utku Akkoc, Society for Consumer Psychology, Miami, Florida, March 2014.

“Getting Rid of Possessions to Get Back at People: Rejection and Consumer Disposal,” with Virginia Weber and Jonah Berger, Association for Consumer Research, Chicago, Illinois, October 2013.

“The Impact of Comparison with Others on Creativity Outcomes,” with Ke (Christy) Tu, Association for Consumer Research, Chicago, Illinois, October 2013.

“Hiding the Food From Your Customers: Use of Surprise in Food Presentation,” with Hua (Olivia) Lian, Association for Consumer Research, Chicago, Illinois, October 2013.

“Not Like Everyone Else: The Role of Consumer Cause-Related Identity and Uniqueness in Consumer Donation Intentions and Behaviors,” with Rhiannon MacDonnell and Bonnie Simpson, Association for Consumer Research, Chicago, Illinois, October 2013.

“The Effect of Anticipated Future Consumption Amount on Food Consumption Experience,” with Hua (Olivia) Lian and Gerald Haubl, Association for Consumer Research, Chicago, Illinois, October 2013.

“Role of Imagined Consumer Contamination,” with Jessica Gerard, Association for Consumer Research, Chicago, Illinois, October 2013.

“Wow You’re Tall! Effects of Others’ Body Height on Consumer Product Evaluations,” with Utku Akkoc, Association for Consumer Research, Chicago, Illinois, October 2013.

“Lucky Financial Advisor: How Luck Perceptions Influence Consumer Investment Decisions,” with Peter Darke and Monica Popa, Association for Consumer Research, Chicago, Illinois, October 2013.

“The Public Heart: The Effect of Broadcasting on Emotional Intensity and Well-Being,” with Virginia Weber, Sarah Moore, and Rhiannon MacDonnell, Association for Consumer Research, Chicago, Illinois, October 2013.

 “The Impact of Comparisons with Others on Creativity,” with Ke Tu, Society for Consumer Psychology, San Antonio, Texas, February 2013.

“Product Abandonment and Acquisition as Responses to Social Rejection,” with Virginia Weber and Jonah Berger, Society for Consumer Psychology, San Antonio, Texas, February 2013.

“Status by Association,” with Brent McFerran, Association for Consumer Research, Vancouver, British Columbia, October 2012.

“Do the Crime, Always do the Time? Insights into Consumer-to-Consumer Punishment Decisions,” with Lily Lin and Darren Dahl, Association for Consumer Research, Vancouver, British Columbia, October 2012.

“The Effects of Physical Constraints on Creativity,” with Ke (Christy) Tu, Association for Consumer Research, Vancouver, British Columbia, October 2012.

“Your Cheating Heart: The Negative Impact of Sales Promotions on Loyalty,” with Olga Bullard and Kelley Main, Association for Consumer Research, Vancouver, British Columbia, October 2012.

“Social Treatment and Its Impact on Consumer Behavior,” with Monica Popa, Association for Consumer Research, St Louis, Missouri, October 2011.

“Using Space as a Weapon: The Effects on Social Norm Violations on Consumer Territorial Defense” with Lily Lin and Darren W. Dahl, Association for Consumer Research, Jacksonville, Florida, October 2010.

“When do Consumers Bolster Their Preferences in the Face of Threat? The Role of Self-Construal and Collective Identity Activation,” with Katherine White and Jaideep Sengupta, Association for Consumer Research, Jacksonville, Florida, October 2010.

“Social Treatment and Its Impact on Consumer Behavior,” with Monica Popa, Association for Consumer Research, Jacksonville, Florida, October 2010.

“Physical Contact Increases Financial Risk-Taking,” with Jonathan Levav, Behavioral Decision Research in Management, Pittsburgh, Pennsylvania, June 2010

“Meeting the Right Person at the Right Time: The Role of Time Perspective in Interpersonal Communication,” with Anne-Laure Sellier and Edith Shalev, Society for Consumer Psychology, St. Pete’s Beach, February 2010.

“Neural Mechanisms Underlying the Impact of Social Interactions on Decision Making: An fMRI Investigation,” with Keen Sung, Sanda Dolcos, Ekaterina Denkova, Takahiko Masuda and Florin Dolcos, Society for Personality and Social Psychology, Las Vegas, January 2010.

"You Copied! The Negative Implications of Uniqueness Violations," with Katherine White, Society for Personality and Social Psychology, Las Vegas, January 2010.

“Cultural Differences in Reactions to Social Identity Threat: When Does Identity Bolstering Occur?” with Katherine White, Cross Cultural Research Conference, Puerto Vallarta, December 2009.

“Physical Contact Increases Financial Risk-Taking,” with Jonathan Levav, Society for Judgment and Decision-Making, Boston, November 2009.

“Once More, With Feeling: The Effect of Touch on Risk-Taking,” with Jonathan Levav, Association for Consumer Research, Pittsburgh, Pennsylvania, October 2009.

 “How Shopping with Friends Affects Consumer Spending,” with Didem Kurt, and J. Jeffrey Inman, Association for Consumer Research, Pittsburgh, Pennsylvania, October 2009.

“The Morphing Self: Changing Self-concept as a Response to Threats,” with Christian Schmid, Association for Consumer Research, Pittsburgh, Pennsylvania, October 2009.

 “Positive Consumer Contamination: Responses to Attractive Others in a Retail Context,” with Darren W. Dahl and Andrea C. Morales, Association for Consumer Research, Memphis Tennessee, October 2007.

“Social Identity Threat and Consumer Preferences: The Role of Self-protection,” with Katherine White, Association for Consumer Research, Memphis Tennessee, October 2007.

“The Morphing Self: Changing Self-concept as a Response to Threats,” with Christian Schmid, Association for Consumer Research, Memphis Tennessee, October 2007.

“When Social Influences have Far Reaching Implications,” with Monica Popa, Association for Consumer Research, Memphis Tennessee, October 2007.

“Brand Names and Figures of Speech: Something to Learn from Aristotle?” with Monica Popa and Malcolm C. Smith, *European Association for Consumer Research Conference*, Milan, Italy, July 10-14, 2007.

“The Morphing Self: Changing Identity as a Response to Self-Threats,” with Christian Schmid, *European Association for Consumer Research Conference*, Milan, Italy, July 10-14, 2007.

“Hurt by the Ones Who Should Love You the Most: Negative Impacts of Self-Comparative Advertising,” with Douglas Olsen and Christopher Lynch, *European Association for Consumer Research Conference*, Milan, Italy, July 10-14, 2007.

“Social Identity Threat and Consumer Preference,” with Katherine White, *European Association for Consumer Research Conference*, Milan, Italy, July 10-14, 2007.

“The Role of Fictionality on Gender Differences in Responses to Emotional Melodramatic Entertainment,” with Juliet Zhu and Darren Dahl, *Association for Consumer Research*, Orlando, Florida, September 28-October 1, 2006.

“When You Can’t Count on the Numbers: Corporate Fraud, Generalized Suspicion and Investment Behavior,” with Peter R. Darke, *Association for Consumer Research*, San Antonio, Texas, September 29- October 1, 2005.

“The Negative Stigma of Coupon Redemption,” with Kelley J. Main, *Association for Consumer Research*, San Antonio, Texas, September 29- October 1, 2005.

“Motives for Deception in Consumer Word-Of-Mouth Communication,” with Katherine White and Darren Dahl, *European Association for Consumer Research Conference*, Göteborg, Sweden, June 15 -18, 2005.

“The Numbers ~~Never~~ Lie: Effects of Corporate Fraud on Generalized Suspicion and Investment Decisions,” with Peter R. Darke, *European Association for Consumer Research Conference*, Göteborg, Sweden, June 15-18, 2005.

“Motives for Deception in Consumer Word-Of-Mouth Communication,” with Katherine White and Darren Dahl, *Society for Consumer Psychology*, St. Pete’s Beach, Florida, February 24-26, 2005.

 “When the Numbers Lie: Effects of Corporate Fraud on Generalized Suspicion and Investment Decisions,” with Peter R. Darke, *Society of Personality and Social Psychology Conference*, New Orleans, LA, 2005.

 “A Non-Interactive Social Presence in a Retail Setting: An Investigation of Its Influence on Consumers’ Emotions, Cognitive Performance, and Self-Presentation Behaviors,” with Darren W. Dahl and Rajesh V. Manchanda, *Association for Consumer Research*, Portland, Oregon, October 7 – 10, 2004.

“Motives for Deception in Consumer Word-of-Mouth Communication,” with Katherine While and Darren W. Dahl, *Association for Consumer Research*, Portland, Oregon, October 7–10, 2004.

“Are Metaperceptions a Viable Explanation for Low Coupon Redemption Rates,” with Kelley J. Main, *Association for Consumer Research*, Atlanta, Georgia.

“Warning! Proceed with Caution: A Meta-Analysis of the Effectiveness of Warning Labels,” with Kelley J. Main, *Association for Consumer Research*, Austin, Texas, October 11-14, 2001.

“The Red-faced Customer: Investigating Embarrassment In the Context of Consumer Purchase,” with Darren W. Dahl and Rajesh V. Manchanda, *Association for Consumer Research*, Salt Lake City, Utah, October 19-22, 2000.

“Embarrassment in the Consumption Context,” with Darren W. Dahl and Rajesh V. Manchanda, *Administrative Sciences Association of Canada*, Montreal, Quebec, June 8-11, 2000.

**RESEARCH IN PROGRESS**

“The Last One on Roll Call, the Last One to Leave the Store: The Last Name Effect and Unplanned Shopping,” with Didem Kurt and J. Jeffrey Inman, revising for resubmission to the *Journal of Consumer Research*.

“Destructive Disposal,” with Virginia Weber and Jonah Berger, manuscript in preparation for submission to the *Journal of Consumer Research*.

“The Impact of a Customer’s Body Shape on Product Recommendations,” with Beth Vallen, Daniel Rubin, Veronika Ilyuk, and Lauren Block, manuscript in preparation for submission to *Journal of Consumer Research.*

“Dressing Room Nightmares,” with Tracey Danaher, manuscript in preparation for submission to *Journal of Consumer Reseach*.

“Status by Association,” with Brent McFerran, data collection.

“ Dim or Bright? The Influence of Ambient Illuminance on Consumer Creativity,” with Chen Wang, Ravi Mehta, and Rui (Juliet) Zhu, data collection.

“The Effects of Social Norm Violations on Consumer-to-Consumer Punishment,” with Lily Lin and Darren Dahl, data collection.

“Consumption of Public Goods,” with Ke Tu, data collection.

**ACADEMIC HONOURS AND AWARDS**

2016 ACR Doctoral Consortium, Faculty

2015 ACR Pre-tenure Workshop

2014 AMA Sheth Doctoral Consortium, Faculty

2014 Erin Anderson Award, AMA

2013 AMA Sheth Doctoral Consortium, Faculty

2012 Outstanding Reviewer Award, *Journal of Consumer Research*

2012 SCP Doctoral Consortium, Faculty

2011 ACR Doctoral Consortium, Faculty

2011 SCP Doctoral Consortium, Faculty

2010 Association for Consumer Research Early Career Award for Contributions to

 Consumer Research

2010 AMA Sheth Doctoral Consortium, Faculty

2009 Outstanding Reviewer Award, *Journal of Consumer Research*

2009 ACR Doctoral Consortium, Faculty

2008 Outstanding Research Award, School of Business University of Alberta

2007 Marketing Science Institute’s 2007 Young Scholar

2007 McCalla Professorship

2007 Faculty of Business Teaching Award

2006 Roger S. Smith Assistant Professor of Business (Winspear Senior Faculty

 Fellowship)

2004 University of Manitoba Distinguished Dissertation Award

2002 Fellow, AMA Sheth Foundation Consortium

2002-04 Social Sciences and Humanities Research Council Doctoral Fellowship

 (SSHRC), Government of Canada

2002 ASAC Marketing Division Honourable Mention Award for best paper

2001-02 University of Manitoba Graduate Fellowship, University of Manitoba

2001 University of Manitoba Student Union Scholarship, University of Manitoba

1999-2002 Asper School of Business Ph.D. Fellowship, University of Manitoba

1997-98 International Exchange Scholarship, University of Manitoba

# RESEARCH GRANTS

Social Sciences and Humanities Research Council (SSHRC) Insight Grant (2015), $171,663, “Too Much Space is Feeding Food Waste.”

Social Sciences and Humanities Research Council (SSHRC) Insight Grant (2015), $93,400, “The Public Heart: The Impact of Sharing Emotions on Social Media,” Co-applicant.

Social Sciences and Humanities Research Council (SSHRC) Insight Development Grant (2013), $74,151,“The Role of Product Identity in Recycling Decisions.”

Social Sciences and Humanities Research Council (SSHRC) Insight Development Grant (2013), $68,809, “Crowdfunding the Future: Examining the Implications of Innovative Fundraising in a Digital Era” Co-applicant.

Walmart Seed Grant (2012) $8,000, “Consumer Shopping Paths.”

Duke-Ispos Center (2012), $9,600, “Packages that Look Like Me.”

Social Sciences and Humanities Research Council (SSHRC) (2011), $84,459, “The Impact of Mannequins in a Retail Context.”

Social Sciences and Humanities Research Council (SSHRC) (2011), $14,128, “Consumers’ Reactions to Friendly Treatment From Service Providers: Paying it Back and Paying it Forward,” Co-applicant.

Social Sciences and Humanities Research Council (SSHRC) (2010), $68,871, “Multi-Category Solution Sets,” Co-applicant.

Social Sciences and Humanities Research Council (SSHRC) (2010), $76, 847, “Antecedents and Consequences of Status Contagion in a Consumer Context,” Co-applicant.

Social Sciences and Humanities Research Council (SSHRC) (2007), $102,741, “Positive Consumer Contagion.”

School of Business, University of Alberta SAS Grant (2006), $1,042, “What is the Cost of an Innocent White Lie?”

Canadian Institute for Health Research (2006), $175,042, “Intellectual Property Governance and Non-State Actors: The Case of Bill C-9,” Co-applicant.

Canadian Institute for Health Research (2006), $61,021, “Facing Our Future: Human Genetics, Ethics, Law and Society,” Co-Applicant.

J. D. Muir (2005), $5,000, “When Shift Happens: Social Identity Threat and Consumer Preferences.”

School of Business, University of Alberta SAS Grant (2005), $3,500, “Deception to Protect Another Person in a Consumption Context.”

Humanities, Fine Arts and Social Sciences Research Travel Grant (2005), $1,400, “Motives for Deception in Consumer Word-of-Mouth Communication.”

School of Business, University of Alberta Southam/Edmonton Journal Fellowship Award (2005), $12,000, “The Impact of Social Contagion on Product Evaluation.”

School of Business, University of Alberta SAS Grant (2004), $4,105, “Lying in a Consumption Context.”

Humanities, Fine Arts and Social Sciences Research Operating Grant (2004), $6,718, “An Investigation of the Impact of the Social Setting and Coupon Value on Consumers’ Metaperceptions in a Coupon Redemption Situation.”

Social Sciences and Humanities Research Council (SSHRC) New Scholars Award (2004), $83,660, “The Impact of Reference Group Status, Proximity, and Social Size on Consumer Satisfaction During a Consumption Experience.”

School of Business, University of Alberta Pearson Fellowship Award (2004), $12,000, “The Impact of a Non-Interactive Social Presence on Consumer Satisfaction During a Consumption Experience.”

School of Business, University of Alberta SAS Grant (2003), $2,500, “The Impact of Metaperceptions on Coupon Redemption.”

Asper School of Business Research Grant (2002), $2500, “The Impact of Social Size and Proximity.”

Asper School of Business Research Grant (2001), $1885, “Content Analysis of Warning Labels on Advertisements.”

Asper School of Business Research Grant (2000), $1800, “Social Presence: The Other Impacting Variable in a Consumer’s Selection of a Decision-Making Strategy.”

**INVITED TALKS**

Foster School of Business, University of Washington (research camp)

Columbia Business School, Columbia University

University of Illinois Urbana-Champaign

University of Miami (research camp)

Smith School of Business, Queen’s University

Owen Graduate School of Management, Vanderbilt University (research camp)

David Eccles School of Business, University of Utah

Wharton School of the University of Pennsylvania (research camp)

HEC Paris (research camp)

Desautels Facuty of Management, McGill University

ANZMAC Doctoral Consortium Key Note Speaker, Auckland New Zealand

 Smith School of Business, University of Maryland (research camp)

 Stanford Graduate School of Business

 Hong Kong University of Science and Technology (research camp)

 Queensland University of Technology, Brisbane Australia

 Zicklin School of Business, Baruch College (research camp)

 Erasmus University Rotterdam

 INSEAD

 Sauder School of Business, University of British Columbia

 University of Michigan, Ross School of Business

 Booth School of Business, University of Chicago

 Leeds School of Business, University of Colorado at Boulder

 C.T. Bauer College of Business, University of Houston

 MIT

 Carlson School of Management, University of Minnesota

 Southern Methodist University

 Iowa State University

 Concordia University

## EXTERNAL SERVICES

* Academic Review Service:
	+ Journals

- 2013- present Associate Editor at the *Journal of Consumer Research*

- 2012- 2014 Associate Editor at *Journal of Consumer Psychology*

 - 2015- present Editorial Review Board for *Journal of Consumer Psychology*

 - 2008- 2013 Editorial Review Board for *Journal of Consumer Research*

 - 2012-present Ad-hoc reviewer for the *Journal of Marketing Research*

 - 2015 Ad-hoc reviewer for the *Journal of the Association for Consumer*

 *Research*

* 2014- present Ad-hoc reviewer for *Management Science*

 *-* 2014- present Ad-hoc reviewer for *Social Cognition*

 - 2010 Guest Editor at *Journal of Consumer Psychology*

 - 2004-2008 Ad-hoc reviewer for *Journal of Consumer Research*

 - 2008- present Ad-hoc reviewer for *Journal of Marketing*

- 2007-2012 Ad-hoc reviewer for the *Journal of Consumer Psychology*

 *-* 2009- 2011 Editorial Review Board for *Canadian Journal of Administrative Sciences*

* + Granting Agencies

- 2013 Canadian Research Chair Granting Agency

- 2007-present Research Grants Council (RGC) of Hong Kong

 - 2006- present Social Sciences and Humanities Research Council Faculty

 Application Assessor

 - 2006 Social Sciences and Humanities Research Council Graduate Student

 Assessor

* + Proposal Competitions

- 2006-present Assessor for the Society for Consumer Psychology Doctoral Dissertation Competition

 - 2009, 2012, 2014 Assessor for the MSI Alden G. Clayton Doctoral Dissertation

 Proposal Competition

 - 2013, 2014 Assessor for the ACR/Sheth Doctoral Dissertation Competition

* Conferences
	+ Association for Consumer Research
		- 2014 Early Career Award Committee, Chair
		- 2013-14 Board Member, Member at Large
		- 2012 Proposed New Journal Task Force
		- 2012 Co-Chair for Doctoral Consortium
		- 2010 Co-Chair for the Working Paper Session
		- 2009, 2011, 2013-present Program Committee
		- 2004-2008 Reviewer
	+ Society for Consumer Psychology
		- 2017 Chair of the Publication Committee (Policy Board for SCP)
		- 2016 President
		- 2011- present Program Committee
		- 2004-2009, 2011-present Reviewer
	+ APA
		- 2016 President for Division 23
* Advisory Roles
* Committee Member for Ms. Lily Lin at University of British Columbia (Ph.D. Student)
* Committee Member for Ms. Didem Kurt at University of Pittsburgh (Ph.D. Student)
* Committee Member for Ms. Sutapa Aditya at York University (Ph.D. Student)
* Co-Advisor for Ms. Jessica Gerard at Grenoble University in France (Ph.D. Student)
* Media Coverage

 - Newspaper Coverage: New York Times, Globe and Mail, Wall Street Journal,

 Washington Post, Edmonton Journal, National Post, Calgary Herald, Winnipeg Free

 Press, Saskatoon Star-Phoenix, Ottawa Citizen,

 Windsor Providence, Folio, Gateway

 - Magazine Coverage: Time, Macleans, Fast Company, BusinessWeek, Alberta Venture, Self, Yes, Health, Shape

 - Radio: CBC, Business Shrink, 630 CHED

 - Television: Canada AM, Global National, CityTV, Discovery Channel

**INTERNAL SERVICES**

* Advisory Roles

- Faculty Co-Advisor to Mr. KB Koo (Ph.D. Student)

- Faculty Co-Advisor to Ms. Virgina Weber (Ph.D. Student)

- Faculty Advisor to Ms. Ke (Christy) Tu (Ph.D. Student)

- Faculty Advisor to Dr. Rhiannon MacDonnell (Post Doc)

- Faculty Co-Advisor to Ms. Lianhua Li (Ph.D. Student)

- Faculty Advisor to Ms. Monica Popa (Ph.D. Student)

- Faculty Co-Advisor to Mr. Christian Schmid (Ph.D. Student)

* Committees

- Undergraduate Review Program Committee (2016)

- Dean Selection Committee (2013)

- Undergraduate Studies Policy Committee (2006- present)

- PhD Policy Committee and Department Rep for the students (2011-2013)

- Research Awards Committee (2012-2013)

- Canadian Business Leader Award Committee (2012)

- PhD student Research Lab Coordinator (2010-2013)

- Executive Committee Member (2011-2012)

- Chaired PhD Review Committee (2010-2011)

- Faculty Advisor for University of Alberta Marketing Association (2004-2007)

**RESEARCH INTERESTS**

* Social Influences
* Social Marketing
* Consumer Identity

**TEACHING INTERESTS**

* Consumer Behavior
* Strategic Marketing

**ASSOCIATION MEMBERSHIPS**

* Association for Consumer Research
* Society for Consumer Psychology