### JENNIFER J. ARGO

# Department of Marketing, Business Economics and Law

3-20J Business Building University of Alberta

Edmonton, Alberta Canada, T6G 2R6

Phone: 780.492.3900 Email: jennifer.argo@ualberta.ca

# 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**

2011-present *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**

McFerran, Brent and Jennifer J. Argo (2013), “The Entourage Effect,” forthcoming at the *Journal of Consumer Research.*

Trudel, Remi and Jennifer J. Argo (2013), “Product Characteristics and Recycling Behavior,” forthcoming at the *Journal of Consumer Research.*

Zhu, Rui (Juliet) and Jennifer J. Argo (2013), “Exploring the Impact of Various Shaped Seating Arrangements on Persuasion,” forthcoming at the *Journal of Consumer Research*. (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.

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).

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**

Katherine White, Bonnie Simpson, and Jennifer J. Argo, “The Motivating Role Of Dissociative Outgroups in Encouraging Sustainable Consumer Behaviors," under review (2nd round) at the *Journal of Marketing Research*.

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*.

Wang, Chen, Ravi Mehta, Rui (Juliet) Zhu and Jennifer J. Argo, “Dim or Bright? The Influence of Ambient Illuminance on Consumer Creativity,” revise and resubmit (2nd round) at the *Journal of Consumer Research*.

**PAPERS IN REFEREED CONFERENCE PROCEEDINGS**

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**

“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.

“Dim or Bright? The Influence of Illuminance on Creativity,” with Chen Wang, Ravi Mehta, and Rui (Juliet) Zhu, Society for Consumer Psychology, Las Vegas, Nevada, February 2012.

“My Treat! Choosing What to Consume when Someone Else is Paying,” with Christian Schmid and Gerald Haubl (2012), Society for Consumer Psychology, Las Vegas, Nevada, February 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 of Social Norm Violations on Consumer Territorial Defense,” with Lily Lin and Darren Dahjl St. Louis, Missouri, October 2011.

“Social Treatment and Its Impact on Consumer Behavior,” with Monica Popa, Society for Consumer Psychology, Atlanta, Georgia, February 2011.

“The Status By Association Effect,” with Brent McFerran, Society for Consumer Psychology, Atlanta, Georgia, February 2011.

“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, Society for Consumer Psychology, Atlanta, Georgia, February 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**

“My Treat! Choosing What To Consume When Someone Else Is Paying,” with Ke Tu, Christian Schmid and Gerald Häubl, in preparation for resubmission to the *Journal of Consumer Research*.

“Status by Association,” with Brent McFerran, manuscript in preparation for submission to the *Journal of Consumer Research*.

“Naughty or Nice? The Trickledown Impact of Social Treatment on Prosocial Consumer Behavior,” with Monica Popa, manuscript in preparation for submission to the *Journal of Consumer Psychology*.

“The Effects of Social Norm Violations on Consumer-to-Consumer Punishment,” with Lily Lin and Darren Dahl, manuscript in preparation for submission to *Journal of Marketing Research.*

“The Silent Influencer: The Impact of Mannequins in a Retail Context,” with Darren Dahl, manuscript in preparation for submission to *Journal of Consumer Research*.

“The Pervasive Role of Goals in Choice Behavior” with Joffre Swait, manuscript in preparation for submission to the *Journal of Marketing Research*.

“Self-Verification Through Identity-Association: The Effects of Publicly Versus Privately Communicated Social Identity Threats on Consumer Preferences,” with Katherine White and Madelynn Matthews, data collection*.*

“Better-than-Average or Just Like the Rest? The Implications of Flattery Arising in Triads,” with Kelley Main, data collection.

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

**ACADEMIC HONOURS AND AWARDS**

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 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**

Smith School of Business, University of Maryland

Stanford Graduate School of Business

Hong Kong University of Science and Technology

Queensland University of Technology, Brisbane Australia

Zicklin School of Business, Baruch College

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

Queen’s University

Carlson School of Management, University of Minnesota

Southern Methodist University

Iowa State University

Concordia University

## EXTERNAL SERVICES

* Academic Review Service:
  + Journals

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

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

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

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

- 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-present Ad-hoc reviewer for the *Journal of Consumer Psychology*

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

* + Granting Agencies

- 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 Assessor for the MSI Alden G. Clayton Doctoral Dissertation

Proposal Competition

- 2013 Assessor for the ACR/Sheth Doctoral Dissertation Competition

* Conferences
  + Association for Consumer Research
    - 2013 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 Program Committee
    - 2004-2008 Reviewer
  + Society for Consumer Psychology
    - 2011- 2013 Program Committee
    - 2004-present Reviewer
* 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

- 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 Ms. Virgina Weber (Ph.D. Student)

- Faculty Advisor to Ms. Hua (Olivia) Lian (Ph.D. Student)

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

- 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

- Dean Selection Committee (2013)

- Undergraduate Studies Policy Committee (2006- present)

- PhD Policy Committee (Department Rep for the students as well) (2011-present)

- Research Awards Committee (2012)

- Canadian Business Leader Award Committee (2012)

- PhD student Research Lab Coordinator (2010-present)

- 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

**TEACHING INTERESTS**

* Consumer Behavior
* Strategic Marketing
* Integrated Marketing Communications

**ASSOCIATION MEMBERSHIPS**

* Association for Consumer Research
* Society for Consumer Psychology
* Society for Personality and Social Psychology
* American Psychological Association