

# KIRK KRISTOFFERSON

*George and Mary Turnbull Faculty Fellow*

*Assistant Professor of Marketing*

Ivey Business School

Western University

1255 Western Road

London, ON, Canada, N6G 0N1

P: 519-661-2111 x 83456

E: [kkristofferson@ivey.ca](mailto:kkristofferson@ivey.ca)

## EMPLOYMENT

---

*Assistant Professor of Marketing (2018 – Present)*

Ivey Business School, Western University

London, ON, Canada

*Assistant Professor of Marketing (2015 – 2018)*

Arizona State University, W.P. Carey School of Business

Tempe, AZ, USA

## EDUCATION

---

*Ph.D., Marketing (Consumer Behaviour), May 2015*

University of British Columbia

Vancouver, BC

*B. Comm (Hons.), With Distinction, May 2003*

University of Manitoba

Majors: Marketing, Finance, International Business

Winnipeg, MB

## RESEARCH INTERESTS

---

- Social Influence
- Prosocial Behavior
- Virtual Reality
- Persuasion
- Impression Management
- Social Comparison

## PUBLICATIONS

---

### REFEREED JOURNAL ARTICLES

1. Kristofferson, Kirk, Katherine White, and John Peloza (2014), "The Nature of Slacktivism: How the Social Observability of an Initial Act of Token Support Impacts Subsequent Prosocial Action," *Journal of Consumer Research*, 40(6), 1149-1166. **(FT50)**
  - Media Coverage: Fast Company, Time Magazine, Harvard Business Review, Washington Post, Popular Science, Globe and Mail, National Post, Daily Mail, Science Daily, USA Today, Men's Health, CTV News, Science Codex, Psych Central, British Psychological Society, Science and News Magazine, The Consumerist, The Drum
  - Featured in Journal of Consumer Research Curations: Morality and the Marketplace (2014). Curator: Kent Grayson.
2. Kristofferson, Kirk, Brent McFerran, Andrea C. Morales, and Darren W. Dahl (2017), "The Dark Side of Scarcity Promotions: How Exposure to Limited Quantity Promotions Can Induce Aggression," *Journal of Consumer Research*, 43(5), 683-706. **(FT50)**
  - Media Coverage: Chicago Tribune, Boston Globe, CTV News, Vancouver Sun, CBS News, Fox News, Pittsburgh Post-Gazette, Wharton Business Radio, Austin Business Journal
3. Kristofferson, Kirk, Cait Lamberton, and Darren W. Dahl (2018), "Can Brands Ever Squeeze Wine from Sour Grapes? The Importance of Self-Esteem in Understanding Envy's Effects," *Journal of the Association for Consumer Research*, 3(2), 229-239.
  - Media Coverage: Vancouver Star, Toronto Star, Canvas8, Big Think
4. Sepehri, Amir\*, Rod Duclos, Kirk Kristofferson, Poornima Vinoo\*, and Hamid Elahi\* (2021), "The Power of Indirect Appeals in Peer-to-Peer Fundraising: Why "S/He" Can Raise More Money For Me Than "I" Can For Myself," *Journal of Consumer Psychology*, 31(3), 612-620. **(FT50)**
  - \*denotes Ph.D. student
5. Kristofferson, Kirk, Michelle E. Daniels and Andrea C. Morales (2022), "Using Virtual Reality to Increase Charitable Donations," *Marketing Letters*, 33(1), 75-87.
6. Kristofferson, Kirk and Lea Dunn (2023), "The Brand That Wasn't There: The Impact of Brand Displacement on Viewer Engagement and Brand Attitude," *Journal of the Academy of Marketing Science*, 51(3), 716-745. **(FT50)**

7. Cowan, Kirsten, Seth Ketron, Alena Kostyk, and Kirk Kristofferson (2023), "Can You Smell the (Virtual) Roses? The Influence of Olfactory Cues in Virtual Reality on Immersion and Positive Brand Responses," *Journal of Retailing*, 99(3), 385-399.  
Note: Equal authorship
8. Hall, Matthew J., Jamie G. Hyodo, and Kirk Kristofferson (2023), "How Rejected Recommendations Shape Recommenders' Future Product Intentions," *Journal of Consumer Psychology*. **(FT50)**
9. Van der Sluis, Helen, Adriana Samper, Kirk Kristofferson, and Terry Hlava (2024), "How Do Physical Disability Cues Influence Assumptions About Consumer Tastes? Unpacking the Disability Preference Stereotype," *Journal of Consumer Research*. **(FT50)**
10. Milne, Ethan\*, Kirk Kristofferson, and Miranda R. Goode, (2024) "Retributive Philanthropy," *Journal of Marketing Research* (conditionally accepted). **(FT50)**  
\*denotes Ph.D. student

#### BOOK CHAPTERS

1. Kristofferson, Kirk and Katherine White (2015), "Interpersonal Influences in Consumer Psychology: When Does Implicit Social Influence Arise?," in *Cambridge Handbook of Consumer Psychology*, Rucker, Lambertson, and Norton.
2. Kristofferson, Kirk and Katherine White (2018), "Slacktivism", SAGE Encyclopedia of the Internet, 3v, ed. Warf. Beverly Hills, CA.
3. Kristofferson, Kirk and Lea H. Dunn (2024), "Brand Displacement," in *Elgar Encyclopedia of Consumer Behavior*, Gollnhofer, Hofstetter, and Tomczak, Cheltenham, UK.

#### PUBLISHED CASES

1. Kristofferson, Kirk and Ramasastry Chandrasekhar (2020), "Ryff Inc.: Disrupting Product Placement," Ivey Management Services [Case No.: 9B20A074, Teaching Note: 8B20A074].
2. Kristofferson, Kirk and Eric Janssen (2021), "LinkedIn: Selling Zoom on a Digital Marketing Strategy," Ivey Management Services [Case No.: W25152, Teaching Note: W25154].
3. Kristofferson, Kirk and Janice Zolf (2022), "The Chosen One: The Digital Distribution Dilemma at Fitz Games," Ivey Management Services [Case No.: W27078, Teaching Note: W27079].

4. Lyu, Wei, Miaowen Hu, Jiaqing Zhao, Kun Lyu, Tianhun Yin and Kirk Kristofferson (2024), "Meorient: Critical Choices on the Road to Digital Transformation," Ivey Management Services [Case No.: W37333, Teaching Note: W37334].
5. Kristofferson, Kirk and Guanjie (Adil) Huang (2024), "Mixue Ice Cream & Tea: Revolutionizing China's Bubble Tea Game," Ivey Management Services [Case No.: W38735, Teaching Note: W38736].

#### WORKING PAPERS AND PAPERS UNDER REVIEW

---

1. Milne, Ethan\*, Kirk Kristofferson, Miranda R. Goode, and Katherine White, "How Political Ideology Shapes Prosocial Consumer Behavior Research," Manuscript in preparation for resubmission at the *Journal of Consumer Research*.  
\*denotes Ph.D. student
2. Fotheringham, Darima, Monika Lisjak, and Kirk Kristofferson, "Rage Against the Machine: When Consumers Sabotage Robots in the Marketplace," Manuscript in preparation for resubmission at the *Journal of Marketing*.
3. Cowan, Kirsten, Seth Ketron, Alena Kostyk, and Kirk Kristofferson, "Connecting People to Nature: Virtual Reality Gaming as an Innovative Marketing Tool to Promote Sustainable Behaviors," Manuscript in preparation for resubmission at the *International Journal of Research in Marketing*.
4. Jurewicz, Zuzanna, Kirk Kristofferson, and Miranda R. Goode, "Seeking Solitude: An Examination of Motivated Solitude in Experiential Consumption," Manuscript in preparation for resubmission at the *Journal of the Association for Consumer Research*.
5. Milne, Ethan\*, Kirk Kristofferson, and Miranda R. Goode, "Status-Seeking Aggression," Manuscript in preparation for submission to the *Journal of Consumer Research*.  
\*denotes Ph.D. student
6. Milne, Ethan\*, Kirk Kristofferson, and Miranda R. Goode, "Fanfiction," Manuscript in preparation for submission to the *Journal of Marketing*.  
\*denotes Ph.D. student
7. Milne, Ethan\*, Kirk Kristofferson, and Miranda R. Goode, "Offensive Consumption," Manuscript in preparation for submission to the *Journal of Consumer Psychology*.  
\*denotes Ph.D. student

## CONFERENCE PRESENTATIONS

---

1. Milne, Ethan, Kirk Kristofferson, and Miranda R. Goode “Offensive Consumption,” *Association for Consumer Research* Conference, Paris, France, 2024.
2. Milne, Ethan, Kirk Kristofferson, and Miranda R. Goode “The Politics of Prosocial Behavior,” *Association for Consumer Research* Conference, Paris, France, 2024.
3. Milne, Ethan, Kirk Kristofferson, and Miranda Goode, “Fanfiction: When Copyright Violation Benefits Brands,” *Fan Library and Information* Conference, London, UK, 2024.
4. Van der Sluis, Helen, Adriana Samper, Kirk Kristofferson, and Terri Hlava, “The Disability Preference Stereotype: Physical Disability Shapes Inferences of Utilitarian and Hedonic Preferences,” *American Marketing Association CBSIG* Conference, Vienna, Austria, 2024
5. Milne, Ethan, Kirk Kristofferson, and Miranda Goode, “Fanfiction: When Copyright Violation Benefits Brands,” *Fan Studies Network North America* Conference, Toronto, Canada, 2024.
6. Milne, Ethan, Kirk Kristofferson, and Miranda R. Goode “Retributive Philanthropy,” *Theory and Practice in Marketing* Conference, Austin, TX, 2024.
7. Milne, Ethan, Kirk Kristofferson, and Miranda Goode, “Fanfiction: When Copyright Violation Benefits Brands,” *Southern Ontario Behavior and Decision Research* Conference, Toronto, Canada, 2024.
8. Milne, Ethan, Kirk Kristofferson, and Miranda R. Goode “Offensive Consumption,” *Society for Consumer Psychology* Conference, Nashville, TN, 2024.
9. Wodnicki, Philippe, Miranda R. Goode, and Kirk Kristofferson, “The Effect of Diversified Learning on the Retirement Planning and Debt Management of Lower-Income Consumers,” *Society for Consumer Psychology* Conference, Nashville, TN, 2024.
10. Wodnicki, Philippe, Miranda R. Goode, and Kirk Kristofferson, “The Interactive Effect of Political Ideology and Perceived Economic Inequality on Support for Crowdfunding,” *Society for Consumer Psychology* Conference, Nashville, TN, 2024.
11. Cowan, Kirsten, Seth Ketron, Alena Kostyk, and Kirk Kristofferson, “Virtual Flames of Change: Exploring Sustainable Consumer Behaviors through Innovative VR Gaming Experiences,” *Society for Consumer Psychology* Conference, Nashville, TN, 2024.
12. Van der Sluis, Helen, Adriana Samper, Kirk Kristofferson, and Terri Hlava, “The Disability Preference Stereotype: Physical Disability Shapes Inferences of Utilitarian and Hedonic Preferences,” *American Marketing Association Winter* Conference, St. Pete’s Beach, FL, 2024.
13. Hall, Matthew J., Jamie G. Hyodo, and Kirk Kristofferson, “Rejected Recommendations Reduce Recommender Repurchase of a Previously-Recommended Product,” *Association for Consumer Research* Conference, Seattle, WA, 2023.

14. Milne, Ethan, Kirk Kristofferson, and Miranda R. Goode "Fanfiction: When Copyright Violation Benefits Brands," *Association for Consumer Research Conference*, Seattle, WA, 2023.
15. Milne, Ethan, Kirk Kristofferson, and Miranda R. Goode "Retributive Philanthropy," *Association for Consumer Research Conference*, Seattle, WA, 2023.
16. Wodnicki, Philippe, Miranda R. Goode, and Kirk Kristofferson, "The Interactive Effect of Political Ideology and Perceived Economic Inequality on Support for Crowdfunding," *Association for Consumer Research Conference*, Seattle, WA, 2023.
17. Wodnicki, Philippe, Miranda R. Goode, and Kirk Kristofferson, "'I Will Never Not Be Poor': Higher Inequality Leads Lower-Income Consumers to Give Up," *Association for Consumer Research Conference*, Seattle, WA, 2023.
18. Fotheringham, Darima, Monika Lisjak, and Kirk Kristofferson, "Robots in the Marketplace: When Do Consumers Antagonize Them and Why," *Theory and Practice in Marketing Conference*, Lausanne, Switzerland, 2023.
19. Milne, Ethan, Kirk Kristofferson, and Miranda R. Goode, "Status-Seeking Aggression," *Society for Consumer Psychology Conference*, San Juan, Puerto Rico, 2023.
20. Milne, Ethan, Miranda R. Goode, and Kirk Kristofferson, "Retributive Philanthropy," *Society for Consumer Psychology Conference*, San Juan, Puerto Rico, 2023.
21. Jurewicz, Zuzanna, Kirk Kristofferson, and Miranda R. Goode, "Going Solo! Examining Basic Psychological Needs as Drivers of Solo vs. Social Experience Preference," *Society for Consumer Psychology Conference*, San Juan, Puerto Rico, 2023.
22. Wodnicki, Philippe, Miranda R. Goode, and Kirk Kristofferson, "'I Will Never Not Be Poor': Higher Inequality Leads Lower-Income Consumers to Give Up," *Society for Consumer Psychology Conference*, San Juan, Puerto Rico, 2023.
23. Fotheringham, Darima, Monika Lisjak, and Kirk Kristofferson, "Robots in the Marketplace: When Do Consumers Antagonize Them and Why," *American Marketing Association Winter Conference*, Nashville, TN, 2023.
24. Milne, Ethan, Kirk Kristofferson, and Miranda R. Goode, "Status-Seeking Aggression," *Association for Consumer Research Conference*, Denver, CO, 2022.
25. Jurewicz, Zuzanna, and Kirk Kristofferson, "Empowering Victims Through Choice: The Impact of Being Chosen on Consumer Charitable Support," *Society for Consumer Psychology Conference*, Nashville, TN, 2022.
26. Jurewicz, Zuzanna, and Kirk Kristofferson, "Empowering Victims Through Choice: The Impact of Being Chosen on Consumer Charitable Support," *Association for Consumer Research Conference*, Seattle, WA, 2021.

27. Van der Sluis, Helen, Adriana Samper, and Kirk Kristofferson, "Rethinking Perceptions of Disability: The Unintended Harm of Simplified Positive Inferences," *Society for Consumer Psychology Conference*, 2021.
  - Best Competitive Paper Award Runner Up
28. Fotheringham, Darima, Monika Lisjak, and Kirk Kristofferson, "Rage Against the Machine: When Consumers Sabotage Robots in the Marketplace," *Society for Consumer Psychology Conference*, 2021.
29. Sepehri, Amir, Rod Duclos, Kirk Kristofferson, and Hamid Elahi, "How to Craft Online Fundraising-Messages," *Society for Consumer Psychology Conference*, 2021.
30. Hall, Matthew, Jamie Hyodo, and Kirk Kristofferson, "You Didn't Take My Advice? Examining Social and Product-Related Outcomes of Rejected Recommendations," *Association for Consumer Research Conference*, 2020.
31. Van der Sluis, Helen, Adriana Samper, and Kirk Kristofferson, "Rethinking Perceptions of Disability: The Unintended Harm of Simplified Positive Inferences," *Association for Consumer Research Conference*, 2020.
32. Fotheringham, Darima, Monika Lisjak, and Kirk Kristofferson, "Rage Against the Machine: When Consumers Sabotage Robots in the Marketplace," *Association for Consumer Research Conference*, 2020.
33. Kristofferson, Kirk and Lea Dunn, "The Brand That Wasn't There: How Product Displacement Positively Impacts Brand Outcomes," *Association for Consumer Research Conference*, Atlanta, GA, 2019.
34. Kristofferson, Kirk, Michelle Daniels and Andrea Morales, "Positive Effects from Negative Virtual Experiences: How Virtual Reality Can Be Used Effectively in Marketing," *Association for Consumer Research Conference*, Atlanta, GA, 2019.
35. Kristofferson, Kirk and Lea Dunn, "The Brand That Wasn't There: How Product Displacement Positively Impacts Brand Outcomes," *American Marketing Association Consumer Behavior SIG Conference*, Bern, Switzerland, 2019.
36. Kristofferson, Kirk, Michelle Daniels and Andrea Morales, "Positive Effects from Negative Virtual Experiences: How Virtual Reality Can Be Used Effectively in Marketing," *Theory and Practice in Marketing Conference*, Columbia University, New York, NY, 2019.
37. Van der Sluis, Helen, Adriana Samper, and Kirk Kristofferson, "With Inclusion Comes Influence: The Psychological and Persuasive Consequences of Observable Disability in the Marketplace," *Society for Consumer Psychology Conference*, Savannah, GA, 2019.
38. Sepehri, Amir, Rod Duclos, Kirk Kristofferson, and Hamid Elahi, "Pronouns in Fundraising Appeals - The Impact of I vs. S/He on Donations," *Society for Consumer Psychology Conference*, Savannah, GA, 2019.

39. Castelo, Noah, Kirk Kristofferson, Kelley Main, and Katherine White, "Don't Tell Me Who I Am! When and How Assigning Consumers an Identity Backfires," *Association for Consumer Research Conference*, Dallas, TX, 2018.
40. Daniels, Michelle, Kirk Kristofferson and Andrea C. Morales, "I'm Just Trying to Help: When and Why Volunteer's Prosocial Bragging Leads to Negative Spillover Effects for Charitable Organizations," *Association for Consumer Research Conference*, Dallas, TX, 2018.
41. Van der Sluis, Helen, Adriana Samper, and Kirk Kristofferson, "Glass Houses: The Impact of Disability Perceptions on the Consumption Environment," *Association for Consumer Research Conference*, Dallas, TX, 2018.
42. Kristofferson, Kirk, Andrea C. Morales, Brent McFerran, and Darren W. Dahl, "Can NFL Players be Viewed as Victims? How Camera Angles Can Increase Sympathy Towards Athletes," *Journal for the Association for Consumer Research Prosocial Behaviour Conference*, Whistler, BC, Canada, 2018.
43. Daniels, Michelle, Kirk Kristofferson and Andrea C. Morales, "I'm Just Trying to Help: When and Why Volunteer's Prosocial Bragging Leads to Negative Spillover Effects for Charitable Organizations," *Journal for the Association for Consumer Research Prosocial Behaviour Conference*, Whistler, BC, Canada, 2018.
44. Kristofferson, Kirk, Andrea C. Morales, Brent McFerran, and Darren W. Dahl, "Can NFL Players be Viewed as Victims? How Camera Angles Can Increase Sympathy Towards Athletes," *Society for Consumer Psychology Conference*, Dallas, TX, 2018.
45. Kristofferson, Kirk and Lea Dunn, "The Brand That Wasn't There: How Product Displacement Positively Impacts Brand Outcomes," *Society for Consumer Psychology Conference*, Dallas, TX, 2018.
46. Kristofferson, Kirk, Andrea C. Morales, Brent McFerran, and Darren W. Dahl, "Can NFL Players be Viewed as Victims? How Camera Angles Can Increase Sympathy Towards Athletes," *Association for Consumer Research Conference*, San Diego, CA, 2017.
47. Daniels, Michelle, Kirk Kristofferson and Andrea C. Morales, "I'm Just Trying to Help: When and Why Volunteer's Prosocial Bragging Leads to Negative Spillover Effects for Charitable Organizations," *Association for Consumer Research Conference*, San Diego, CA, 2017.
48. Van der Sluis, Helen, Adriana Samper, and Kirk Kristofferson, "Glass Houses: The Impact of Disability Perceptions on the Consumption Environment," *Society for Consumer Psychology Conference*, San Francisco, CA, 2017.
  - *Best Working Paper Award Winner*
49. Kristofferson, Kirk, Michelle Daniels and Andrea Morales, "Positive Effects from Negative Virtual Experiences: How Virtual Reality Can Be Used Effectively in Marketing," *Society for Consumer Psychology Conference*, San Francisco, CA, 2017.



50. Kristofferson, Kirk, and Katherine White, "Unintended Consequences of Indirect Impression-Management," *Society for Consumer Psychology Conference*, San Francisco, CA, 2017.
51. Kristofferson, Kirk, Michelle Daniels and Andrea Morales, "Positive Effects from Negative Virtual Experiences: How Virtual Reality Can Be Used Effectively in Marketing," *Association for Consumer Research Conference*, Berlin, Germany, 2016.
52. Kristofferson, Kirk, and Katherine White, "Unintended Consequences of Indirect Impression-Management," *Association for Consumer Research Conference*, Berlin, Germany, 2016.
53. Kristofferson, Kirk, Katherine White, Cait Lamberton and Darren W. Dahl, "It's Not You, It's Me: The Impact of Support Allocation on Consumer Prosocial Identity and Subsequent Support," *Association for Consumer Research Conference*, Berlin, Germany, 2016.
54. Kristofferson, Kirk, Brent McFerran, Andrea C. Morales and Darren W. Dahl, "'Only One Left - I'll Fight You for It!': Scarcity Promotion Advertising and Aggressive Behavior," *Society for Consumer Psychology Conference*; St. Pete's Beach, FL, 2016.
55. Kristofferson, Kirk, and Katherine White, "I Shared What You Did Last Summer: Indirect Impression Management and Subsequent Prosocial Behaviors," *Association for Consumer Research Conference*, New Orleans, LO, 2015.
56. Kristofferson, Kirk, Brent McFerran, Andrea C. Morales and Darren W. Dahl, "The Dark Side of Marketing Tactics: Scarcity Promotions Induce Aggressive Behavior," *Association for Consumer Research Conference*, Baltimore, MD, 2014.
57. Kristofferson, Kirk, Katherine White and John Peloza, "The Nature of Slacktivism: How the Social Observability of an Initial Act of Token Support Affects Subsequent Prosocial Action," *Society for Consumer Psychology Conference*; Miami, FL, 2014.
58. Lamberton, Cait, Kirk Kristofferson, and Darren W. Dahl, "(Secretly) Blowing Out Candles To Make Ours Burn Brighter: The Relationship Between Envy, Self-Esteem, and Harming Behaviors," *Association for Consumer Research Conference*; Vancouver, BC, 2012.
59. Lamberton, Cait, Kirk Kristofferson, and Darren W. Dahl, "Squeezing Wine From Sour Grapes: Self-Esteem, Consolation Opportunities and Willingness-To-Pay for an Envied Product," *Association for Consumer Research Conference*; St. Louis, MO, 2011.

## INVITED PRESENTATIONS

---

- Oregon State University, 2024
- Toronto Metropolitan University, 2023
- Shanghai Jiao Tong University, China, 2023
- University of St. Gallen, Switzerland, 2022
- University of Edinburgh, Scotland, 2022
- Wilfred Laurier University, 2022
- University of Glasgow, 2021
- University of Guelph, 2019
- Wilfred Laurier University, 2018
- ACR Pre-Conference Workshop on Consumer Neuroscience, 2018
- Governor General of Canada's Conference on Charitable Giving, Rideau Hall, Ottawa, Ontario, Canada, 2017
- Ivey Business School, Western University, 2014, 2017
- University of Kansas, 2016
- Arizona State University, 2014
- University of Texas at Austin, 2014
- University of Arizona, 2014
- University of Iowa, 2014
- Georgia Institute of Technology, 2014
- San Diego State University Arizona State University, 2014

## RESEARCH GRANTS AWARDED

---

Kristofferson, Kirk and June Cotte (2024), "An Eye for an Eye By Donating? Investigating Retributive Philanthropy," SSHRC Insight Grant, \$131,232.

Kristofferson, Kirk (2022), "Ivey Junior Faculty Fellowship," \$25,000.

Kristofferson, Kirk and Ethan Milne (2022), "Retributive Philanthropy," SSHRC Explore Grant, \$6,800.

Cotte, June, Kirk Kristofferson, and Matthew Sooy (2020), "Decision-Making Laboratory", John R. Evans Leaders Fund, \$232,171.

Kristofferson, Kirk and Darren W. Dahl (2019), "The Opportunities and Limitations of Virtual Reality in Charitable Appeals," SSHRC Insight Grant, \$140,532.

Kristofferson, Kirk (2019), "With Inclusion Comes Influence: The Psychological and Persuasive Consequences of Observable Disability in the Marketplace," SSHRC Explore Grant, \$6,963.36.

Main, Kelley, Kirk Kristofferson, and Raymond V. Lavoie (2017), "Distinguishing the Types of Flow," Co-Investigator. SSHRC Partnership Development Grant, \$130,632.

Kristofferson, Kirk, Michelle Daniels and Andrea Morales (2016), "Positive Effects from Negative Virtual Experiences: How Virtual Reality Can Be Used Effectively in Marketing," Marketing Science Institute, \$7,500 USD.

Spiliotopoulos, Valia, Kirk Kristofferson, Carson Woo, David Silver, Thomas Allard and Kathryn Martell (2012), "Assessment of Learning in Business Education". UBC Teaching and Learning Enhancement Fund, \$22,464.80.

Dahl, Darren W. and Kirk Kristofferson, "Untangling Envy" (2011). Co-Primary Investigator. UBC Sauder School of Business Internal Grant, \$8,150.

## AWARDS AND RECOGNITION

---

- Ivey Research Merit Award, 2024 Winner
- *Journal of Consumer Psychology* Outstanding Reviewer Award, 2023 Winner
- Ivey Research Merit Award, 2023 Winner
- George and Mary Turnbull Faculty Fellowship, 2023-2025
- *Journal of Consumer Psychology* Outstanding Reviewer Award, 2022 Winner
- David G. Burgoyne Teaching Award, Ivey Business School 2023 Winner
- Ivey Early Career Impact Award, 2022 Winner
- Ivey Junior Faculty Fellowship, 2022 Winner
- Best Competitive Paper Award, *Society for Consumer Psychology Conference*, 2021 Runner Up
- Ivey Academic Impact Award, 2019 Winner
- Best Working Paper Award, *Society for Consumer Psychology Conference*, 2018 Winner
- John W. Teets Outstanding Undergraduate Teaching Award, ASU 2016 Winner
- AMA-Sheth Foundation Doctoral Consortium Fellow, 2014
- UBC Killiam Graduate Teaching Award, 2013 Winner
- Shelby L. Brumelle Memorial Graduate Scholarship, 2013-14
- Anne and John Brown Fellowship in Diabetes & Obesity Related Research, 2013-14
- Hugo E. Meilicke Memorial Fellowship, 2013-14
- UBC E.D. McPhee Fellowship, 2010, 2011, 2012
- UBC University Graduate Fellowship, 2010, 2011, 2012

## STUDENT MENTORING

---

### PHD:

Michelle E. Daniels, Ph.D. Dissertation Committee, Arizona State University  
(Placement: University of Alabama Culverhouse College of Business)

Zuzanna Jurewicz, Ph.D. Advisor, Ivey Business School, Western University  
(Placement: University of Minnesota Carlson School of Management, Post-Doc)

Ethan Milne (Ph.D. Advisor, Ivey Business School, Western University (current)

Philippe Wodnicki (Ph.D. Advisor, Ivey Business School, Western University  
(current)

Queenie Zhu (Ph.D. Advisor, Ivey Business School, Western University (current)

Daniel Zebian (Ph.D. Advisor, Ivey Business School, Western University (current)

### Master of Management GRADUATE RESEARCH ADVISING:

Uma Jacoby, Ivey Business School, Western University

### HBA UNDERGRADUATE RESEARCH ADVISING:

Michael Hawkes, Ivey Business School, Western University

Mansirat Singh, Ivey Business School, Western University

Annabella Gessen, Ivey Business School, Western University

### HBA UNDERGRADUATE CASE WRITING ADVISING:

Alex Larwill, Ivey Business School, Western University

Shael Garay, Ivey Business School, Western University

Adil Huang, Ivey Business School, Western University

### MBA CASE WRITING ADVISING:

Eric Janssen, Ivey Business School, Western University

### UNDERGRADUATE HONOURS THESIS ADVISING:

Troy Penny, Arizona State University

Kavitha Ramohalli, Arizona State University

Sydney Mamus, Arizona State University

## TEACHING

---

*Ivey Business School, Western University – London, ON*

Experimental Design (PhD Seminar)

- 2024-present

Strategic Marketing (MBA Marketing Capstone Course, Case Method)

- 2021-present

Strategic Market Planning (HBA Marketing Capstone Course, Case Method)

- 2021-present

Marketing Management (HBA Core, Case Method)

- 2019-2023

*Arizona State University - Tempe*

Competitive Marketing Strategy (Marketing Capstone Course, Case Method)

*University of British Columbia – Vancouver*

Marketing Strategy (Case Method)

Consumer Behaviour

## PROFESSIONAL AFFILIATIONS

---

*Association for Consumer Research*

*Society of Consumer Psychology*

*American Marketing Association*

## SERVICE (EXTERNAL)

---

- Editorial Review Board member, *Journal of Consumer Research, Journal of Marketing, Journal of Consumer Psychology, Journal of Retailing, Journal of Advertising Research, Marketing Letters*
- Associate Editor, *Association for Consumer Research Conference 2025*
- Associate Editor, *Society for Consumer Psychology Research Conference 2022*
- Associate Editor, CB Track, *American Marketing Association Winter Conference 2019*
- Journal Reviewer, *Journal of Marketing Research, Journal of Marketing, Journal of the Academy of Marketing Science, Journal of the Association for Consumer Research, European Journal of Marketing, Journal of Business Ethics*
- Program Committee, *Association for Consumer Research Conference 2017-21*
- Program Committee, *Society for Consumer Psychology Research Conference 2019-21*
- Annual Conference Reviewer, *Association for Consumer Research, Society for Consumer Psychology, American Marketing Association*
- Faculty Advisory Board member, *Sauder School of Business AACSB Accreditation*
- Coordinator, *UBC-Sauder Marketing Behavioral Lab and Subject Pool, 2011-2014*
- PhD Representative: *EQUIS Accreditation Review*

## SERVICE (INTERNAL)

---

- Faculty Director, Ivey Behavioural Lab, 2022-present
- Research Policy Committee, 2022-present
- Nominating Committee
- Ivey SSHRC Mentor Program
- HBA1 Appeals Committee
- New Faculty Orientation Panel
- Faculty Bios Review Committee

## INDUSTRY EXPERIENCE

---

- 2008 – 2010 Navitas World, International College of Manitoba  
*Marketing Manager, Africa/Middle-East/Sub-continent sales territories*
- 2006 – 2007 Bavarian Hospitality Group  
*Assistant Manager*
- 2002 – 2006 Investors Group Financial Services  
*Assistant Manager, National Marketing*

## CONSULTING EXPERIENCE

---

Flamingo, New York  
Canadian Automobile Dealers Association