# Contact Information

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# Education

2017- 2023: Doctor of Philosophy in Business Administration (Marketing), Concordia University, Canada.

2015: Master of Business Administration, Thompson Rivers University, Canada.

2014: Marketing BA (Hons), University of Liverpool, U.K.

2011: International Baccalaureate Bilingual Diploma, Dubai American Academy, U.A.E.

# Employment

September 2020 - December 2020, September 2021-Present: Lecturer at John Molson School of Business at Concordia University.

January 2019 - June 2019: Research Assistant at Concordia University.

September 2018 - Present: Graduate Student Research Assistant at Thompson Rivers University in SSHRC research project.

April 2016 - August 2016: Research Assistant at Thompson Rivers University.

# Research Contributions

# Brand Communities & Online Behaviors

Novel online technologies and social media platforms are emerging and evolving quickly, which means that online consumer behaviour will also go through rapid changes. These developments in the online sphere are creating many emerging opportunities for businesses to communicate and interact with their consumers innovatively. This novel two-way interaction between consumers and businesses is exemplified in brand communities, which are meant to create fruitful relationships where businesses engage consumers in meaningful ways that meet their increasingly multifaceted needs. This research examines the key variables, relationships and motives that explain why individuals join, communicate, and interact in brand communities.

# Trolling Behaviors

When new methods of constant online interaction and communication are introduced, this not only increases the likelihood of positive interactions but also increases the likelihood of negative behaviours such as trolling. Trolling is a relational, contextual, and increasingly pervasive behaviour in online social settings like social media. These disruptive behaviours can have a long-lasting impact on consumers and businesses, demonstrating how crucial it is to understand trolling better. This research will focus on better understanding the construct of trolling by developing a trolling scale and examining how trolling has emerged and what impacts it can have on relevant stakeholders such as consumers, businesses, and society.

# Publications

1. Haverila, K., Haverila, M., Rangarajan, A. (2024). The impact of the decision-making role on perceived satisfaction, value for money, and reinvest intentions at varying levels of perceived financial performance in the context of Big Data marketing analytics.Marketing Theory and Practice.
2. Haverila, M., McLaughlin, C., Haverila, K., Nader, N (2023): Brand community motives and engagement: The impact of gender. Journal of Internet Commerce. <https://doi.org/10.1080/15332861.2023.2298582>
3. Haverila, M., Haverila, K. (2023). The influence of quality of Big Data marketing analytics on marketing capabilities: The impact of perceived market performance. Marketing Intelligence and Planning. <https://doi.org/10.1108/MIP-07-2023-0319>
4. Haverila, M., Currie, R., Haverila, K., McLaughlin, C., Twyford, J. (2023). The impact of word-of-mouth (WOM) on attitudes, behavioural intentions, and actual usage of non-pharmaceutical interventions among early and late adopters. International Journal of Pharmaceutical and Healthcare Marketing. <https://doi.org/10.1108/IJPHM-01-2022-0009>.
5. Haverila, M., Haverila, K., McLaughlin, C. (2023). Segmenting the customers of system delivery projects based on data heterogeneity. Journal of Business and Industrial Marketing. <https://doi.org/10.1108/JBIM-06-2022-0257>.
6. Haverila, M., Haverila, K., McLaughlin, C. (2023). Competence-based appraisal of the quality of higher education using the Importance-Performance (IPMA) analysis. Journal of Marketing in Higher Education. <https://doi.org/10.1080/08841241.2023.2219207>
7. Haverila, M., Haverila, K., Mohiuddin, M., Su, Z. (2022). The impact of quality of Big Data Marketing Analytics (BDMA) on the market and financial performance. Journal of Global Information Management, 30, 1. <https://www.igi-global.com/article/the-impact-of-quality-of-big-data-marketing-analytics-bdma-on-the-market-and-financial-performance/315646>.
8. Haverila, M., Haverila, K., Twyford, J. (2022): The impact of marital status on customer-centric measures in the context of a ski resort using the importance-performance (IPMA) framework. European Journal of Management Studies. <https://doi.org/10.1108/EJMS-05-2021-0034>.
9. Haverila, M., McLaughlin, C., Haverila, K. (2022). The role of user-centric measures in the use of non-pharmaceutical interventions (NPIs), 12, 4, 653-674. Journal of Social Marketing. <https://doi.org/10.1108/JSOCM-04-2022-0071>.
10. Haverila, M., McLaughlin, C., Haverila, K. (2022): Segmentation of the brand community member base using motives as a cluster variate: Are the members all alike? Journal of Services Research, 22, 2, 79-138. <https://www.vedatya.ac.in/?s=haverila>
11. Haverila, M., McLaughlin, C., Haverila, K. (2022): The impact of social influence on perceived usefulness and behavioural intentions in the usage of non-pharmaceutical interventions (NPIs): A quantitative analysis. *International Journal of Healthcare Management,* 16, 1, 145-156. <https://doi.org/10.1080/20479700.2022.2082635>.
12. Haverila, K., Haverila, M., McLaughlin, C. (2021): Development of a brand community engagement model: A Service-Dominant Logic perspective. *Journal of Consumer Marketing, 39(2)*, 166-179. <https://doi.org/10.1108/JCM-01-2021-4390>.
13. Haverila, M., Haverila, K., McLaughlin, C., Arora, M. (2022). The influence of the number of brand community memberships on customer-centric measures. *Journal of Marketing Analytics*. <https://doi.org/10.1057/s41270-022-00154-x>.
14. Haverila, M., Haverila, K., McLaughlin, C., Tran, H. (2021): The impact of tangible and intangible rewards on the online loyalty program, brand engagement and attitudinal loyalty. *Journal of Marketing Analytics, 10*, 64-81. <https://doi.org/10.1057/s41270-021-00150-7>.
15. McLaughlin, C., Haverila, K., Haverila, M. (2022): Gratifications sought versus gratifications achieved in online brand communities: satisfaction and motives of lurkers and posters. *Journal of Brand Management, 29*, 190-207. <https://doi.org/10.1057/s41262-021-00262-6>.
16. Haverila, M., Haverila, K., McLaughlin, C., Arora, M. (2021): Engagement, participation, and relationship quality in the context of co-creation in brand communities. *Journal of Marketing Analytics*. <https://doi.org/10.1057/s41270-021-00136-5>.
17. Haverila, M., Haverila, K., McLaughlin, C., Arora, M. (2021): Towards a comprehensive student satisfaction model. *International Journal of Management Education, 19(3),* 100558. <https://doi.org/10.1016/j.ijme.2021.100558>.
18. Haverila, M., & Haverila, K. (2021). The impact of the student–instructor relationship on student-centric measures. *Journal of Applied Research in Higher Education, 14(1),* 240-263. <https://doi.org/10.1108/JARHE-12-2020-0435>.
19. Haverila, M., Haverila, K., & McLaughlin, C. (2021). Gender-based behavioural segmenting of the cell phone youth market. *International Journal of Business Excellence, 23(1),* 93-112. <https://www.inderscienceonline.com/doi/abs/10.1504/IJBEX.2021.111914?journalCode=ijbex>
20. Haverila, M., Haverila, K., & Twyford, J. (2021). Critical variables and constructs in the context of project management: Importance-performance analysis. *International Journal of Managing Projects in Business, 14(4),* 836-864. <https://doi.org/10.1108/IJMPB-02-2020-0071>.
21. Haverila, M., Haverila, K., & McLaughlin, C. (2021). The moderating role of relationship quality in the customer engagement and satisfaction relationship in brand communities: The role of gender. *International Journal of Electronic Marketing and Retailing, 12(4),* 339-356.<https://dx.doi.org/10.1504/IJEMR.2021.10040521>.
22. Haverila, M., McLaughlin, C., Haverila, K., & Viskovich, J. (2020). Brand community motives and their impact on brand community engagement: Variations between diverse audiences. *Management Decision, 59(9)*, 2286-2308. <https://doi.org/10.1108/MD-06-2020-0683>.
23. Haverila, M., McLaughlin, C., Haverila, K., & Arora, M. (2020). Beyond lurking and posting: Segmenting the members of a brand community on the basis of engagement, attitudes, and identification. *Journal of Product and Brand Management, 30(3),* 449-466. <https://doi.org/10.1108/JPBM-08-2019-2543>.
24. Haverila, M., & Haverila, K. (2020). Cell phone choice among adolescents and young adults. *LBS Journal of Management & Research, 18(1),* 52-62. <http://dx.doi.org/10.5958/0974-1852.2020.00006.1>.
25. Haverila, M., Twyford, J., & Haverila, K. (2020). Identification of key variables and constructs in the context of wine tasting room: Importance-Performance analysis. *International Journal of Wine Business Research, 33(1),* 80-101. <https://doi.org/10.1108/IJWBR-02-2020-0006>.
26. Haverila, M., Haverila, K., & McLaughlin, C. (2020). Identification of critical brand community variables and constructs using importance-performance analysis and neural networks. *Journal of Modelling in Management, 16(1),* 124-144.<https://doi.org/10.1108/JM2-11-2019-0259>.
27. Haverila, M., & Haverila, K. (2020). Customer satisfaction and repurchase intent in the cell phone product market among adolescents and young adults. *International Journal of Business Excellence.* <https://doi.org/10.1504/IJBEX.2022.126915>
28. Haverila, M., Haverila, K., & McLaughlin, C. (2020). Variables affecting the retention intentions of students in higher institution: A comparison between international and domestic students. *Journal of International Students, 10(2),* 358-382. <https://doi.org/10.32674/jis.v10i2.1849>.
29. Haverila, M., Arora, M., & Haverila, K. (2019). Comparing the service experience of satisfied and non-satisfied customers in the context of wine tasting rooms using the SERVQUAL model. *International Journal of Wine Business Research, 32(2),* 301-324. <https://doi.org/10.1108/IJWBR-12-2018-0070>.
30. Haverila, M., & Haverila, K. (2019). Behavioral clustering of the cell phone users in various country markets. *International Journal of Mobile Communications, 17(3),* 271-297. <https://www.inderscienceonline.com/doi/abs/10.1504/IJMC.2019.098611>
31. Haverila, M., & Haverila, K. (2019): Customer centric success measures in project management. *International Journal of Business Excellence, 19(2),* 203-222. <https://www.inderscienceonline.com/doi/abs/10.1504/IJBEX.2019.102234>
32. Haverila, M., & Haverila, K. (2018). Examination of customer-centric measures among different types of customers in the context of major Canadian ski resort. *Asia Pacific Journal of Marketing and Logistics, 30(2),* 1-24. <https://doi.org/10.1108/APJML-05-2017-0096>.
33. Haverila, M., & Haverila, K. (2015). Brand satisfaction and repurchase intent in the cell phone product market. *Academy of Marketing Studies Journal, 19(1),* 197-212. <https://www.proquest.com/openview/4f32f4825f4233e9e905e57b969d3f7e/1?pq-origsite=gscholar&cbl=38744>
34. Haverila, M., & Haverila, K. (2014). The perceptions of young consumers on the cell phones in various country markets. *International Journal of Business Research, 14(1),* 39-44. <https://iabe.org/domains/iabeX/Documents/Journals/Abstracts/IJBR-14-1_Abstracts.pdf>
35. Haverila, M., & Haverila, K. (2013). Cell phone behaviour of young consumers in Finland. *International Journal of Mobile Communications, 11(3),* 225-244. <https://dx.doi.org/10.1504/IJMC.2013.055334>.
36. Haverila, K., & Haverila, M. (2012). Identifying desired cell phone features among youth in the UAE and Finland. *International Journal of Business Research, 12(3),* 147-154. <https://iabe.org/domains/iabeX/Documents/Journals/Abstracts/IJBR-12-3_Abstracts.pdf>

# Works in Progress

1. Haverila, M., Rangarajan, A., Haverila, K., McLaughlin, C., Russell Currie, R. KITE: The role of perceived knowledge on key brand community constructs of trust, involvement, and engagement. *Submitted to the Management Research Review.*
2. Haverila, M., Kai Haverila, K. (2022). The relationship between the quality of Big Data Marketing Analytics (BDMA) and marketing agility of the firm: The impact of the decision-making role*.*
3. Haverila, M., Haverila, K., McLaughlin, C. (2022). The analysis of perceived effectiveness of non-pharmaceutical interventions (NPIs) in the context of the Technology Acceptance Model. *Submitted to SAGE Open (SGO).*
4. Haverila, M., Haverila, K. (2024). *Clustering the marketing analytics professionals on the basis of perceived marketing and technical knowledge.*
5. Haverila, M., Al Azad, Md. S., Haverila, K., Mohiuddin, M. (2023). Moving towards economic and digital sustainability: The impact of technological and market uncertainty on the quality of big data marketing analytics. *Submitted to Journal of Global Information Management.*
6. Haverila, M., Haverila, K. (2023). Clustering the marketing analytics professionals on the basis of perceived marketing and technical knowledge.
7. Matti Haverila, Kai Haverila, Caitlin McLaughlin (2023). The impact of perceived knowledge on marketing agility in the context of Big Data: Role of deployment level. *Submitted to Management Decision.*

# Conferences

1. Haverila, K. (2023): *Scale Development for Trolling Behavior and Victimization Work-in-progress.* [Virtual Conference Presentation]. Administrative Sciences Association of Canada (ASAC).
2. Haverila, M., Haverila, K., & Caitlin McLaughlin, C. (2022): *Importance-Performance analysis in the context of higher education*. Administrative Sciences Association of Canada (ASAC).
3. Haverila, M., Nader, N., McLaughlin, C., & Haverila, K. (2021). *Brand community motives and engagement: The impact of gender.* ASAC 2021 Conference, Concordia University, Montreal, QC, Canada.
4. Haverila, K., & Haverila, M. (2020, June 14). *A CCT Perspective on the Emergence and Evolution of Online Trolling: A Conceptual Paper* [Virtual Conference Presentation]. Administrative Sciences Association of Canada 2020 Conference, Memorial University of Newfoundland, St. John’s, NL, Canada.
5. Haverila, M., Haverila, K., McLaughlin, C., & Arora, M. (2020, June 13) *Engagement and relationship quality in co-creation: A brand community perspective.* [Virtual Conference Presentation]. Administrative Sciences Association of Canada 2020 Conference, Memorial University of Newfoundland, St. John’s, NL, Canada.
6. McLaughlin, C., Haverila, K., Haverila, M. (2020, March) *Uses and gratifications of lurkers and posters in online brand communities: The difference between gratifications sought and gratifications achieved.* [Virtual Conference Presentation]. American Academy of Advertising Annual Conference 2020, San Diego, CA, United States.
7. Haverila, K., & Haverila, M. (2012 June). Identifying Desired Cell Phone Features Among Youth in the UAE and Finland. [Conference Presentation]. International Academy of Business and Economics Conference 2012, Venice, Italy.

# Screencast presentations

1. Haverila, K, & Haverila, M. (2021). Importance Performance Analysis (IPMA) Presentation. <https://www.youtube.com/watch?v=s2182IARDwg&t=3s>, 7:34. Also published at <https://www.smartpls.com/documentation/videos/ipma-revisited>
2. Haverila, K., Haverila, M. (2021). The moderating role of relationship quality in the customer engagement and satisfaction relationship in brand communities. 10:26. <https://www.youtube.com/watch?v=LuaLNIAMkLQ>

# Teaching Contributions

# Overview of Teaching Philosophy

I believe in the reciprocal, collaborative, and active nature of learning where the students and the teacher are co-creators and co-designers of a complete learning experience. The goals of my teaching revolve around the students adopting a holistic and long-term approach when learning key theories and fundamental skills such as critical and divergent thinking, collaboration, problem-solving and developing a multidisciplinary mindset. These skills will be fostered in an inclusive learning environment that will include collaborative and practical activities such as discussions and workshops that will encourage participation from a wide range of students with diverse learning styles and perspectives. Overall, I want the students to engage in holistic learning that will extend beyond the courses and classroom. I strive for teaching and learning to be a shared experience between myself and the students, where we are both learning to make a difference.

# Courses Taught

2020-24: Introduction to Marketing (MARK201), John Molson School of Business at Concordia University

# Courses Interested in Teaching

Introduction to Marketing, Consumer Behavior, Integrated Marketing Communications, International Marketing, Business Ethics, Services Marketing, Relationship Marketing, Online/Digital Marketing, e-Marketing, Social Media Marketing, Marketing Research, Marketing Management, and Current Issues in Marketing.

# Research Interests

Marketing: Social Media Marketing, Customer Satisfaction and Loyalty, Brand Communities, Online Behaviors, Trolling Behaviors, Services Marketing, and Consumer Behavior.

# Skills

**IT:** Proficient with Macintosh OS, SPSS, AMOS, Microsoft Windows, Word, Excel, and PowerPoint. Experience with SmartPLS, Zoom, JMP, Adobe Dreamweaver, Adobe Photoshop, and Illustrator.

**Research:** Proficient in writing and editing journal articles, researching journals and databases, quantitative data analysis, and developing and editing questionnaires.

**Language:** Fluent in English and Finnish.

# Honours and Awards

2022: Best Paper Award: Haverila, M., Haverila, K., & Caitlin McLaughlin, C. (2022): Importance-Performance analysis in the context of higher education. Administrative Sciences Association of Canada (ASAC).

2021: Honorable Mention Award for Marketing at the 2021 ASAC conference.

2020: Concordia Accelerator Award at Concordia University.

2017-19: Concordia Merit Scholarship JMSB at Concordia University.

2017-19: Concordia University International Tuition Award of Excellence.

2016: Received Top Graduating Student award at Thompson Rivers University as an MBA.

2015: Graduated top of the class and achieved a 4.22 GPA in the MBA program at Thompson Rivers University.

2012-14: Received a 2:1 classification from the undergraduate program at the University of Liverpool.

2009-11: Achieved 37 points in the International Baccalaureate program at Dubai American Academy.

# Extracurricular Activities, Certificates and Memberships

Enjoy physical activities such as running, hiking, cycling, swimming, tennis, skiing, and floor hockey.

Other activities include cooking, baking, fishing, photography, and video games.

2020-Present: Became a member of Administrative Sciences Association of Canada (ASAC).

2020: Became a member of the American Academy of Advertising (AAA).

2020: Completed Graduate Seminar in University Teaching, Centre for Teaching and Learning, Concordia University.

2014-Present: Became a member of the Academy of Marketing Studies.

# Volunteer Work

2017: Provided tutoring sessions for an MBA student’s marketing course.

2016: Volunteered at 5th Annual Interior Savings Daybreak Rotary Ribfest.

2008-13: Participated in charity runs, e.g., Liverpool Santa Dash and Dubai Terry Fox Run.

**2009-11: Volunteered in several fundraising events (disaster relief, poverty alleviation and emergency funds) for the American University of Sharjah Women’s Association.**

**2010: Volunteered at the first International Conference on Mathematics and Statistics held at the American University of Sharjah.**

# References

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