

Caroline Roux

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EMPLOYMENT

Associate Professor of Marketing, John Molson School of Business, Concordia University (2019-present)

Concordia University Research Chair in Psychology of Resource Scarcity (2018-2023)

Assistant Professor of Marketing, John Molson School of Business, Concordia University (2014-2019)

Visiting Scientist, Developmental Psychology and Socialisation, University of Padova, Italy (2021)

EDUCATION

PhD, Marketing, Northwestern University (2014)

PhD Candidate, Marketing, McGill University (2010)

MSc, Marketing, HEC Montréal (2006)

BBA, Marketing, Université du Québec à Trois-Rivières (2004)

HONORS & AWARDS

Dean's Award for Excellence in Teaching, Concordia University, John Molson School of Business (2024)

Alumni Award for Innovative Teaching, Concordia University Alumni Association (2020)

Dean's Award for Distinguished Scholarship – Emerging Scholar, Concordia University, John Molson School of Business (2019)

President's Excellence in Teaching Award for New Teacher, Concordia University (2019)

Dean's Award for Excellence in Teaching, Concordia University, John Molson School of Business (2018)

Petro-Canada Young Innovator Award, Strategic Research Cluster – The Person and Society, Concordia University, \$10,000 (2017-2018)

SELECT FUNDING

SSHRC Institutional Grant – Explore, Short-term ad hoc grant for research, Concordia University, John Molson School of Business, \$3,385 (2024-2025)

Scientific Research of Excellence (Partner), Fondazione Cassa di Risparmio di Padova e Rovigo, Principal Investigator: Enrico Rubaltelli (University of Padova), €156,000 (2021-2024)

Seed (Individual) Funding Program, Concordia University, Office of Vice-President, Research and Graduate Studies, \$6,993 (2020-2022)

SSHRC Institutional Grant – Exchange, Short-term ad hoc grant for knowledge dissemination, Concordia University, John Molson School of Business, \$3,500 (2020-2021)

SSHRC Institutional Grant – Explore, Short-term ad hoc grant for research, Concordia University, John Molson School of Business, \$3,500 (2018-2019)

Seed (Individual) Funding Program, Concordia University, Office of Vice-President, Research and Graduate Studies, \$7,000 (2018-2020)

Insight Development Grant (Principal Investigator), Social Sciences and Humanities Research Council of Canada, \$37,598 (2015-2017)

Establishment of New Researchers Grant (Principal Investigator), Fond de Recherche du Québec – Société et Culture, \$32,964 (2015-2018)

PUBLICATIONS

Ha, Nuree, Caroline Roux, Christopher Cannon, and Kelly Goldsmith (Forthcoming). "Consumption under Scarcity," Oxford Bibliographies in Marketing, Ed. Shrihari Sridhar, New York: Oxford University Press.

Cannon, Christopher, Kelly Goldsmith, and Caroline Roux (2025). "An Integrative Theory of Resource Discrepancies," *Journal of Consumer Psychology*, 35 (1), 81-97. [Link](#)

Cannon, Christopher, Caroline Roux, and Kelly Goldsmith (2024). Understanding Scarcity: From Marketing to Policy, Management, and Beyond, *Foundations and Trends in Marketing*, 19 (1), 1-63. [Link](#)

Roux, Caroline, Kelly Goldsmith, and Christopher Cannon (2023). "On the Role of Scarcity in Marketing: Identifying Research Opportunities across the 5Ps," *Journal of the Academy of Marketing Science*, 51 (6), 1197-1202. [Link](#)

Blocker, Christopher, Jonathan Zhang, Ronald Paul Hill, and Caroline Roux (2023, Oct. 30). "Scarcity as Strategy: Innovative Business Models for a Resilient Future," *California Management Review*, CRM Insights online platform. [Link](#)

Blocker, Christopher, Jonathan Zhang, Ronald Paul Hill, Caroline Roux, Canan Corus, Martina Hutton, Joshua Dorsey, and Elizabeth Minton (2023). "Rethinking Scarcity and Poverty: Building Bridges for Shared Insight and Impact," *Journal of Consumer Psychology* 33 (3), 489-509. [Link](#)

- Finalist for the 2024 AMA-EBSCO-RRBM [Award](#) for Responsible Research in Marketing

Hutton, Martina, Canan Corus, Joshua Dorsey, Elizabeth Minton, Caroline Roux, Christopher Blocker, and Jonathan Zhang (2022). "Getting Real about Consumer Poverty: Deep Processes for Transformative Action," *Journal of Consumer Affairs*, 56 (3), 1332-1355. [Link](#)

Goldsmith, Kelly, Caroline Roux, Ali Tezer, and Christopher Cannon (2022). "De-stigmatizing the "Win-win." Making Sustainable Consumption Sustainable," *Current Opinion in Psychology*, 46, 101336. [Link](#)

Sucapane, Daniella, Caroline Roux, and Kamila Sobol (2021). "Exploring how product descriptors and packaging colors impact consumers' perceptions of plant-based meat alternative products," *Appetite*, 167, 105590. [Link](#)

Goldsmith, Kelly, Caroline Roux, and Christopher Cannon (2021). "Understanding the Relationship Between Resource Scarcity and Object Attachment," *Current Opinion in Psychology*, 39, 26-30. [Link](#)

Goldsmith, Kelly, Caroline Roux, and Anne Wilson (2020). "Can Thoughts of Having Less Ever Promote Prosocial Preferences? The Relationship between Scarcity, Construal Level, and Sustainable Product Adoption," *Journal of the Association for Consumer Research*, 5 (1), 70-82. [Link](#)

Hamilton, Rebecca, Debora Thompson, Sterling Bone, Lan Nguyen Chaplin, Vladas Griskevicius, Kelly Goldsmith, Ronald Hill, Deborah Roedder John, Chiraag Mittal, Thomas O'Guinn, Paul Piff, Caroline Roux, Anuj Shah, and Meng Zhu (2019). "The Effects of Scarcity on Consumer Decision Journeys," *Journal of the Academy of Marketing Science*, 47 (3), 532-550. [Link](#)

Cannon, Christopher, Kelly Goldsmith, and Caroline Roux (2019). "A Self-Regulatory Model of Resource Scarcity," *Journal of Consumer Psychology*, 29 (1), 104-127. [Link](#)

- Selected for the journal's inaugural [virtual special issue](#) on "Consumer Psychology for a Pandemic: Insights into Finances, Scarcity, and Wellbeing" (2020)

Goldsmith, Kelly, Caroline Roux, and Jingjing Ma (2018). “When Seeking the Best Brings out the Worst in Consumers: Understanding the Relationship between a Maximizing Mindset and Immoral Behavior,” *Journal of Consumer Psychology*, 28 (2), 293-309. [Link](#)

Roux, Caroline, Kelly Goldsmith, and Andrea Bonezzi (2015). “On the Psychology of Scarcity: When Reminders of Resource Scarcity Promote Selfish (and Generous) Behavior,” *Journal of Consumer Research*, 42 (4), 615-631. [Link](#)

- Selected for the journal's [virtual special issue](#) on “Understanding Consumers' Responses to Threats” (2020)

Norman, Wayne, Caroline Roux, and Philippe Bélanger (2009). “Recognizing Business Ethics: Practical and Ethical Challenges in Awarding Prizes for Good Corporate Behavior,” *Journal of Business Ethics*, 86 (3), 257-271. [Link](#)

BOOK CHAPTERS

Goldsmith, Kelly, Caroline Roux, Christopher Cannon, and Ali Tezer (2024). “The Yin and Yang of Hard Times: When Can States of Vulnerability Motivate Self-Improvement?,” in Lee, Angela Y. (Ed.), *The Vulnerable Consumer (Review of Marketing Research, Vol. 21)*, Emerald Publishing Limited, Leeds, pp83-96. [Link](#)

Roux, Caroline, Christopher Cannon, and Kelly Goldsmith (2024). “How Resource Scarcity Shapes Consumer Behavior: Implications from the COVID-19 Pandemic” (Chapter 7), in Dubé, Laurette, Maxime Cohen, Nathan Yang, and Bassem Monla (Eds.), *Precision Retailing*, University of Toronto Press. [Link](#)

MANUSCRIPT UNDER REVIEW

Priolo, Giulia, et al. “The robustness of mental accounting: a global perspective,” conditionally accepted at the *Journal of Consumer Research*. [Pre-print](#)

- International collaboration of 102 researchers from 21 countries led by the JDMLab from the University of Padova; I led the Canadian team of researchers and data collection.
- Won Honorable Mention at the 2023 Reproducibility Awards organized by the Italian Reproducibility Network.

SELECT RESEARCH IN PROGRESS

Elbæk, Christian T., et al. “The MegalInequality Project: Investigating interventions to increase support for wealth redistribution.”

- International collaboration of 54 researchers led by the Centre for Integrative Business Psychology from Aarhus University.

Caserotti, Marta, Andrea Pitarello, Caroline Roux, and Enrico Rubaltelli. “Resource scarcity shapes how consumers trade-off money and time.”

Caserotti, Marta, Caroline Roux, and Enrico Rubaltelli. “Financial Constraints Exacerbate the Money Illusion.”

Caserotti, Marta, SunAh Kim, L. Lin Ong, and Caroline Roux. “Exploring determinants of objective and subjective resource scarcity.”

Caserotti, Marta, Paolo Girardi, Caroline Roux, Roberta Sellaro, Alessandra Tasso, Teresa Gavaruzzi, Lorella Lotto, and Enrico Rubaltelli. “The psychological predictors of indebtedness under conditions of scarcity.”

Corus, Canan, Martina Hutton, Caroline Roux, Christopher Blocker, L. Lin Ong, and Thomas Croft. “Bridging Marketing, Sustainability, and Justice: The Just Transition Journey.”

Hutton, Martina, Thomas Croft, Christopher Blocker, Canan Corus, L. Lin Ong, and Caroline Roux. "Just Transition in Resource Deprived Communities: Bridging Stakeholder Insights for Climate Equity."

- Research conducted in collaboration with the UN Global Compact (US & UK) and ATD Fourth World (UK).

Marinoni, Veronica, Kamila Sobol, and Caroline Roux. "Are certain types of causes more feared than others? Exploring the role of feared causes, the feared self, and fear appeals in charitable giving."

CONFERENCE PRESENTATIONS

Marinoni, Veronica, Kamila Sobol, and Caroline Roux* (2025). *Are certain types of charitable causes more feared than others?*. Paper presented at the Academy of Marketing Science Annual Conference, Montreal, QC.

Priolo, Giulia* et al. (2025). *The robustness of mental accounting: A global perspective*. Paper presented at the Society for Consumer Psychology Conference, Las Vegas, NV.

Caserotti, Marta*, Paolo Girardi, Roberta Sellaro, Teresa Gavaruzzi, Lorella Lotto, Enrico Rubaltelli, Alessandra Tasso, and Caroline Roux (2024). *Scarcity and borrowing behavior: from opening a new line of credit to repayment strategy*. Poster presented at the Society for Judgement and Decision Making Conference, New York, NY.

Marinoni, Veronica, Kamila Sobol*, and Caroline Roux (2024). *Harnessing Fear for Charity: The Impact of Fear and Cause Specificity on Charitable Giving*. Poster presented at the Society for Judgement and Decision Making Conference, New York, NY.

Caserotti, Marta*, Paolo Girardi, Maria Stocco, Roberta Sellaro, Alessandra Tasso, Teresa Gavaruzzi, Caroline Roux, Lorella Lotto, and Enrico Rubaltelli (2024). *Scarcity and borrowing behavior: from opening a new line of credit to repayment strategy*. Paper presented at the XXX Congress of the Italian Association of Psychology - Experimental Section, Noto, Italy.

Caserotti, Marta*, Paolo Girardi, Maria Stocco, Roberta Sellaro, Teresa Gavaruzzi, Alessandra Tasso, Caroline Roux, Lorella Lotto, and Enrico Rubaltelli (2023). *Perceptions of financial scarcity and debt management*. Poster presented at the Society for Judgement and Decision Making Conference, San Francisco, CA.

Marinoni, Veronica*, Caroline Roux, and Kamila Sobol (2023). *Are certain types of charitable causes more feared than others?* Poster presented at the Southern Ontario Behavioural Decision Research Conference, Toronto, ON.

Cannon, Christopher*, Kelly Goldsmith, and Caroline Roux (2022). *An Integrative Theory of Consumer Advantage and Disadvantage*. Paper presented at the Society for Consumer Psychology Boutique Conference on "Paucity in the Midst of Opulence: How Scarcity, Luxury, and Inequality Impact Consumer Behavior," Hawaii, HI.

Singh, Tanya, Laura Goodyear, Beatriz Pereira*, Caroline Roux (2022). *Reminders of Resource Scarcity and Quantity-Quality Trade-offs*. Paper presented at the Society for Consumer Psychology Boutique Conference on "Paucity in the Midst of Opulence: How Scarcity, Luxury, and Inequality Impact Consumer Behavior," Hawaii, HI.

Singh, Tanya*, and Caroline Roux (2022). *The Deferral Momentum Effect*. Paper virtually presented at the AMA Marketing & Public Policy Conference, Austin, TX.

Cannon, Christopher*, Kelly Goldsmith, and Caroline Roux (2022). *An Integrative Theory of Advantage and Disadvantage in Consumer Psychology*. Paper presented at the Society for Consumer Psychology Conference, Virtual event.

- Singh, Tanya*, and Caroline Roux (2022). *The Deferral Momentum Effect: Choice Deferral in Sequential Decision Making*. Poster presented at the Society for Consumer Psychology Conference, Virtual event.
- Singh, Tanya*, and Caroline Roux (2021). *The Deferral Momentum Effect: Consequences of Choice Deferral*. Poster presented at the Society for Judgment and Decision Making Conference, Virtual event.
- Singh, Tanya*, and Caroline Roux (2021). *The Deferral Momentum Effect: Choice Deferral in Sequential Decision Making*. Paper presented at the Association for Consumer Research Conference, Virtual event.
- Cannon, Christopher*, Kelly Goldsmith, and Caroline Roux (2021). *Two Pillars of Disadvantage: When and Why Scarcity is Different from Powerlessness*. Paper presented at the Association for Consumer Research Conference, Virtual event.
- Singh, Tanya*, and Caroline Roux (2021). *The Deferral Momentum Effect*. Paper presented at the Southern Ontario Behavioural Decision Research Conference, Virtual event.
- Aboelenien, Aya*, and Caroline Roux (2020). *It Tastes Better For Me Just Because You Don't Like It: The Effect of Cognitive Dissonance on Product Enjoyment*. Poster presented at the Association for Consumer Research Conference, Virtual event.
- Singh, Tanya*, Laura Goodyear, Beatriz Pereira, and Caroline Roux (2020). *The Interplay Between Reminders of Resource Scarcity and Quantity-Quality Trade-offs*. Poster presented at the Association for Consumer Research Conference, Virtual event.
- Tezer, Ali, Caroline Roux*, and Kelly Goldsmith (2019). *Reminders of Resource Scarcity Decrease State Social Self-esteem and Increase the Desire for Self-Improvement Products*. Poster presented at the Society for Judgment and Decision Making Conference, Montreal, QC.
- Caserotti, Marta*, Andrea Pitarello, Caroline Roux, and Enrico Rubaltelli (2019). *Time is Money? How a Scarcity Mindset Shifts How Consumers Trade off Time and Money Savings*. Poster presented at the Society for Judgment and Decision Making Conference, Montreal, QC.
- Singh, Tanya* and Caroline Roux (2019). *The Quality-Quantity Tradeoff in Decision Making*. Poster presented at the Society for Judgment and Decision Making Conference, Montreal, QC.
- Tezer, Ali, Caroline Roux*, and Kelly Goldsmith (2019). *Reminders of Resource Scarcity Decrease State Social Self-esteem and Increase the Desire for Self-Improvement Products*. Paper presented at the Association for Consumer Research Conference, Atlanta, GA.
- Singh, Tanya*, Ohjin Kwon, and Caroline Roux (2019). *Effect of Natural Reminders of Resource Scarcity on Consumption Patterns*. Paper presented at the Marketing Science Conference, Rome, Italy.
- Caserotti, Marta* and Caroline Roux (2018). *The Impact of Experiencing Money Versus Time Scarcity on Tradeoffs*. Poster presented at the Society for Judgment and Decision Making Conference, New Orleans, LA.
- Ong, L. Lin*, Caroline Roux*, Srinu Venugopal, José A. Rosa, and Smriti Kumar (2018). *Interplay of Caste and Class in India: A Quantitative Approach to Intersectionality*. Paper presented at the AMA Marketing & Public Policy Conference, Columbus, OH.
- Goodyear, Laura*, Caroline Roux, Ali Tezer, and Kelly Goldsmith (2018). *When Not Having Enough Prompts Consumers to Show Off: Reminders of Resource Scarcity Prompt Narcissism*. Poster presented at the Society for Consumer Psychology, Dallas, TX.
- Roux, Caroline, Kamila Sobol, Laura Goodyear*, and Kelly Goldsmith (2018). *"Works With/For You!" How Framing Health-Related Products as Partners Versus Servants Impacts The Consumption of Indulgences*. Poster presented at the Society for Consumer Psychology, Dallas, TX.
- Goldsmith, Kelly, Caroline Roux, and Anne Wilson* (2017). *Acting on Information: Reminders of Resource Scarcity Promote Adaptive Behavior and Flexible Thinking*. Paper presented at the Association for Consumer Research Conference, San Diego, CA.

- Goldsmith, Kelly, Ali Tezer, and Caroline Roux* (2017). *When Thoughts of "Having Less" Promote the Desire to Become One's Best: Reminders of Resource Scarcity Increase the Desire for Self-Improvement*. Paper presented at the Association for Consumer Research Conference, San Diego, CA.
- Goodyear, Laura*, Caroline Roux, Ali Tezer, and Kelly Goldsmith (2017). *When Not Having Enough Prompts Consumers to Show Off: Reminders of Resource Scarcity Prompt Narcissism*. Poster presented at the Association for Consumer Research Conference, San Diego, CA.
- Roux, Caroline, Kelly Goldsmith, Kamila Sobol, and Laura Goodyear* (2017). *"Works With/For You!" How Framing Health-Related Products as Partners Versus Servants Impacts The Consumption of Indulgences*. Poster presented at the Association for Consumer Research Conference, San Diego, CA.
- Goldsmith, Kelly, Ali Tezer, and Caroline Roux* (2017). *When Thoughts of "Having Less" Promote the Desire to Become One's Best: Reminders of Resource Scarcity Increase the Desire for Self-Improvement*. Paper presented at the Southern Ontario Behavioural Decision Research Conference, Kingston, ON.
- Goldsmith, Kelly, Ali Tezer, and Caroline Roux* (2017). *When Thoughts of "Having Less" Promote the Desire to Become One's Best: Reminders of Resource Scarcity Increase the Desire for Self-Improvement*. Paper presented at the Society for Consumer Psychology Conference, San Francisco, CA.
- Goldsmith, Kelly, Caroline Roux, Anne Wilson* (2016). *Acting on Information: Reminders of Resource Scarcity Promote Adaptive Behavior and Flexible Thinking*. Poster presented at the Society for Judgment and Decision Making Conference, Boston, MA.
- Goldsmith, Kelly, Ali Tezer, and Caroline Roux* (2016). *When Thoughts of "Having Less" Promote the Desire to Become One's Best: Reminders of Resource Scarcity Increase the Desire for Self-Improvement*. Poster presented at the Society for Judgment and Decision Making Conference, Boston, MA.
- Roux, Caroline, Jingjing Ma* and Kelly Goldsmith (2016). *When Choosing the Best Brings out the Worst: Maximizing Increases Cheating Due to Greater Perceptions of Scarcity*. Poster presented at the Association for Consumer Research Conference, Berlin, Germany.
- Ong, L. Lin, José Antonio Rosa,* Caroline Roux, Srinivas Venugopal (2016). *Social Identity Dimensions as Surfaces: A Befitting Metaphor for Intersectionality Research in Subsistence Marketplaces*. Paper presented at the Sixth Subsistence Marketplaces Conference, Champaign, IL.
- Roux, Caroline,* Jingjing Ma and Kelly Goldsmith (2015). *When Choosing the Best Brings out the Worst: Maximizing Increases Cheating Due to Greater Perceptions of Scarcity*. Paper presented at the Society for Judgment and Decision Making Conference, Chicago, IL.
- Roux, Caroline* and Kelly Goldsmith (2015). *Understanding the Psychology of Scarcity: When Limited Resources Promote Abstract Thinking*. Paper presented at the Society for Consumer Psychology Boutique Conference on "Creative Destruction," Vienna, Austria.
- Roux, Caroline,* Kelly Goldsmith, and Andrea Bonezzi (2015). *On the Consequences of a Scarcity Mindset: Why Thoughts of Having Less Can Lead to Taking (and Giving) More*. Paper presented at the Society for Consumer Psychology Boutique Conference on "Creative Destruction," Vienna, Austria.
- Roux, Caroline,* Kelly Goldsmith, and Andrea Bonezzi (2015). *When Reminders of Resource Scarcity Prompt Selfish (and Generous) Behavior*. Paper presented at the AMA Marketing & Public Policy Conference, Washington, D.C.
- Roux, Caroline,* Kelly Goldsmith, Sean Blair and Jung Kyun Kim (2015). *When Those Who Have the Least Spend the Most: Understanding the Relationship Between Resource Scarcity, Socioeconomic Status and Materialism*. Paper presented at the Society for Consumer Psychology Conference, Phoenix, AZ.
- Roux, Caroline* and Kelly Goldsmith (2015). *Understanding the Psychology of Scarcity: When Limited Resources Promote Abstract Thinking*. Paper presented at the Society for Consumer Psychology Conference, Phoenix, AZ.

- Roux, Caroline,* Kelly Goldsmith, Sean Blair and Jung Kyun Kim (2014). *When Those Who Have the Least Spend the Most: Understanding the Relationship Between Resource Scarcity, Socioeconomic Status and Materialism*. Paper presented at the Society for Judgment and Decision Making Conference, Long Beach, CA.
- Roux, Caroline,* Kelly Goldsmith, Sean Blair and Jung Kyun Kim (2014). *When Those Who Have the Least Spend the Most: Understanding the Relationship Between Resource Scarcity, Socioeconomic Status and Materialism*. Paper presented at the Association for Consumer Research Conference, Baltimore, MD.
- Roux, Caroline* and Kelly Goldsmith (2014). *Understanding the Psychology of Scarcity: When Limited Resources Promote Abstract Thinking*. Paper presented at the Trans-Atlantic Doctoral Conference, London, UK.
- Roux, Caroline* and Kelly Goldsmith (2013). *Understanding the Psychology of Scarcity: When Limited Resources Promote Abstract Thinking*. Poster presented at the Society for Judgment and Decision Making Conference, Toronto, ON.
- Roux, Caroline,* Kelly Goldsmith, and Andrea Bonezzi (2013). *Competitive Mindset: Does Scarcity Call for Selfishness?* Paper presented at the Association for Consumer Research Conference, Chicago, IL.
- Roux, Caroline* and Kelly Goldsmith (2013). *Understanding the Psychology of Scarcity: When Limited Resources Promote Abstract Thinking*. Paper presented at the Association for Consumer Research Conference, Chicago, IL.
- Roux, Caroline,* Kelly Goldsmith, and Andrea Bonezzi (2012). *Do Desperate Times Lead to Desperate Measures? The Effect of Scarcity on Consumer Decision Making*. Paper presented at the Society for Judgment and Decision Making Conference, Minneapolis, MN.
- Roux, Caroline,* Kelly Goldsmith, and Andrea Bonezzi (2012). *Scarcity and Consumer Decision Making: Do Desperate Times Call for Desperate Measures?* Paper presented at the Trans-Atlantic Doctoral Conference, London, UK.
- Roux, Caroline* and Ulf Böckenholt (2010). *Attitudes and Behaviors Assessment: The Impact of the Hypothetical Bias*. Poster presented at the Association for Consumer Research Conference, Jacksonville, FL.
- Roux, Caroline* and Ulf Böckenholt (2010). *Maybe I Would, But Actually I Don't: The Effect of Hypotheticality on the Predictive Accuracy of Attitudes And Behavioral Intentions*. Poster presented at the Marketing and Public Policy Conference, Denver, CO.
- Roux, Caroline* and Ulf Böckenholt (2010). *Measure What I Do, Not What I Say: On The Predictive Accuracy of Attitudes and Behavioral Intentions*. Poster presented at the Society for Consumer Psychology Conference, St. Pete Beach, FL.
- Roux, Caroline* and Jacques Nantel (2008). *Conscious Consumption and its Components: An Exploratory Study*. Poster presented at the Association for Consumer Research Conference, San Francisco, CA.
- Norman, Wayne, Caroline Roux,* and Philippe Bélanger* (2006). *L'attribution d'un prix en éthique des affaires : enjeux éthiques*. Paper presented at the 74e Congrès de l'ACFAS, Montreal, QC.
- Norman, Wayne,* Caroline Roux, and Philippe Bélanger (2005). *Recognizing Business Ethics: Options and Challenges for Awarding Prizes for Ethical Business*. Paper presented at the Ethics: The Guiding Light- The 12th Annual International Conference Promoting Business Ethics, New York, NY.

CONFERENCE ORGANIZATION

- Hutton, Martina, Canan Corus, and Caroline Roux (2025). *Just Transition in Resource Deprived Communities: Bridging Stakeholder Insights for Climate Equity*, Track 2 co-chair, Transformative Consumer Research Conference, Washington, DC.

- Hu, Miao, Chiraag Mittal, Andrea Morales, and Caroline Roux (2022). *Paucity in the Midst of Opulence: How Scarcity, Luxury, and Inequality Impact Consumer Behavior*, Co-organizer, Society for Consumer Psychology Boutique Conference, Hawaii, HI.
- Mas, Erick, Caroline Roux, and Kelly Goldsmith (2021). *The Scarcity "New Normal": Scarcity and Income Inequality Post-COVID*, Special session co-chair, AMA Marketing & Public Policy Conference, Virtual event.
- Martin, Ingrid, Meryl Gardner, Shailendra Jain, Debra Ringold, and Caroline Roux (2021). *When Consumer Behavior Crosses the Maladaptive Line: The Role of Public Policy*, Special session co-chair, AMA Marketing & Public Policy Conference, Virtual event.
- Gardner, Meryl P., Caroline Roux, and Shailendra P. Jain (2020). *Shining a Light on Maladaptive Consumption: The Journey so Far and the Roads Less Traveled*, Knowledge forum co-chair, Association for Consumer Research Conference, Virtual event.
- Ong, L. Lin and Caroline Roux (2019). *The Intersectional Antecedents of a Scarcity Mindset: What Prompts Feelings of "Not Having Enough"?*, Track 2 co-chair, Transformative Consumer Research Conference, Tallahassee, FL.
- Goldsmith, Kelly, Rebecca Hamilton, Caroline Roux, and Meng Zhu (2018). *What's Your Construct? Exploring the Different Definitions and Operationalizations of Scarcity*, Forum co-chair, Association for Consumer Research Conference, Dallas, TX.
- Roux, Caroline, Meng Zhu, and Kelly Goldsmith (2017). *Toward an Integrated Understanding of Resource Scarcity*, Roundtable co-chair, Association for Consumer Research Conference, San Diego, CA.
- Ein-Gar, Danit and Caroline Roux (2017). *How Past, Present, and Expected Future Resource Scarcity Shapes Decision Making for One's Present and Future Wellbeing*, Special session co-chair, Association for Consumer Research Conference, Sand Diego, CA.
- Roux, Caroline and Meng Zhu (2015). *Thinking Under Scarcity: How Resource Scarcity Impacts Consumers' Cognitive Processes*, Special session co-chair, Society for Consumer Psychology Boutique Conference on "Creative Destruction," Vienna, Austria.
- Roux, Caroline and Kelly Goldsmith (2014). *Scarcity, Poverty, and their Implications for Consumers' Cognitions, Judgment and Behavior*, Special session co-chair, Association for Consumer Research Conference, Baltimore, MD.
- Mittal, Chiraag and Caroline Roux (2013). *Understanding Consumers' Perception of and Responses to Scarcity Cues*, Special session co-chair, Association for Consumer Research Conference, Chicago, IL.

OTHER PRESENTATIONS & PARTICIPATIONS

Presentations

- Invited presentation (2024), *Are certain types of charitable causes more feared than others?* HEC Montréal, Montreal, QC
- Invited presentation (2023), *The Psychology of Resource Scarcity*, Center for Integrative Business Psychology, School of Business and Social Science, Aarhus University, Virtual event.
- Invited presentation (2022), *The (Consumer)Psychology of Resource Scarcity*, Annual Marketing Camp for Advanced Research, Michael Smurfit Graduate Business School, University College Dublin, Dublin, Ireland.
- Invited presentations (2021), series of seminars on resource scarcity and consumer psychology, prosocial behavior, and sustainable behavior, JDM Lab, Department of Developmental Psychology and Socialisation, University of Padova, Virtual events.

Invited presentation (2021), *Resource Scarcity, Consumer Psychology Perspective*, Department of Developmental Psychology and Socialisation, University of Padova, Virtual event.

Research seminar (2021), *What is Enough?*, Compassion Week, Decision Research, Virtual event.

Invited presentation (2020), *A Self-Regulatory Model of Resource Scarcity*, BEworks, Virtual event.

Invited panelist (2020), *Consumer decision-making when experiencing resource scarcity*, John Molson School of Business, Concordia University, Virtual event organized as part of the JMSB20 celebrations. [Link](#)

Invited presentation (2020), *How Resource Scarcity and the COVID-19 Pandemic Impact Consumer Behaviour*, John Molson Executive Center (JMEC) webinar series, Concordia University, Virtual event. Recording: <https://youtu.be/0kHngogUaA>

Invited presentation (2020), *Frugalité numérique : exploiter les technologies pour faire mieux avec moins / Leveraging frugal digital technologies to do better with less*, Colloquium organized by the Université de Montréal, Montréal, QC.

Invited presentation (2020), *How Scarcity-Related Cognitions Shape Consumer Behavior*, GERAD-IVADO seminar series, Desautels Faculty of Management, McGill University, Montreal, QC.

Invited presentation and panelist (2018), *How Reminders of Resource Scarcity Shape Consumer Behavior*, “How Financial Stress Distorts Decision Making” panel, Financial Consumer Agency of Canada’s National Research Symposium, Toronto, ON. Recording: <https://youtu.be/kWZpYssXr20>

Invited presentation (2017), *When Choosing the Best Brings out the Worst: Maximizing Increases Cheating Due to Greater Perceptions of Scarcity*, Johns Hopkins Carey Business School, Baltimore, MD.

Invited presentation (2014), *The Psychology of Scarcity*, London Behavioural Economics Network, London, UK.

Job market talks (2013), *On the Consequences of Scarcity: When Limited Resources Promote Competitive Responses*, Brock University, Concordia University, Queen’s University, Stony Brook University, University of Cincinnati, University of Toronto.

Guest lectures

Invited guest lecture (2025), *Self-Regulatory Model of Resource Scarcity*, Managerial Marketing: Issues and Impacts, PhD course taught by Michèle Paulin, John Molson School of Business, Concordia University

Invited panelist (2024, 2025), *Research Impact*, Foundations of Business Research, PhD course co-taught by Tracy Hecht and Zeynep Arsel, John Molson School of Business, Concordia University.

Invited guest lecture (2023), *Consumer Decision Making in the Context of Scarcity*, Consumer Behavior, MBA course taught by Gopal Das, Indian Institute of Management Bangalore, Virtual.

Invited guest lecture (2021, 2022), *The (Consumer) Psychology of Resource Scarcity*, Decision Neuroscience, PhD course taught by Laurette Dubé, Desautels Faculty of Management, McGill University.

Invited guest lecture (with Kelly Goldsmith; 2021), *Resource Scarcity*, Consumer Behavior, PhD course taught by Cait Lamberton, Wharton School, University of Pennsylvania, Virtual.

Invited guest lecture (2021), *Cool Techie Tools*, Pedagogical Methods, PhD course taught by Linda Dyer, John Molson School of Business, Concordia University.

Invited guest lecture (2020), *Resource scarcity and the COVID-19 pandemic*, Consumer Behavior, MBA course taught by Emily Garbinsky, University of Notre Dame, Virtual.

Invited guest lecture (2019, 2020), *Student for a Night*, John Molson School of Business Living the International Faculty Experience (JMSB LIFE), Concordia University.

Participations

- Invited participant (2023), *Rethinking Consumer Health and Well-Being in a New Reality*, American Marketing Association (AMA) Winter Academic Conference, Virtual event.
- Invited discussant (2022), *Imagining A More Inclusive Post-Pandemic World: The Role of Marketing and Public Policy Research*, Virtual session, AMA Marketing & Public Policy Conference, Austin, TX.
- Invited participant (2021), *Transdisciplinary Perspectives of Impoverished Consumers*, Track 2, Transformative Consumer Research Conference, Virtual event.
- Invited panelist (2020), *Transformative Consumer Research (TCR) Panel*, American Council on Consumer Interests Conference, Virtual event.
- Invited discussant (2019), *Toward an Integrated Wisdom of Goals and Personal Resources*, Knowledge forum, Association for Consumer Research Conference, Atlanta, GA.
- Invited participant (2019), IDEA All-Star Conference, Gatlinburg, TN.
- Invited participant (2018), *How Can Marketing and Public Policy Researchers Increase Support for Science-Driven Public Policy?*, Session, AMA Marketing & Public Policy Conference, Columbus, OH.
- Invited participant (2017), *Designing a Career in the Marketing Academy: A Gathering of Future Leaders*, New York, NY.
- Invited participant (2016), IDEA Conference II: The Revenge, Atlanta, GA.
- Invited participant (2016), *Economic Deprivation and Decision-Making: How Does Experience with Having Less Influence Choice?*, 10th Triennial Invitational Choice Symposium, Lake Louise, AB.
- Invited participant (2015), *Transformative Consumer Research Informs Marketing and Public Policy, Intersectional Poverty*, Session, AMA Marketing & Public Policy Conference, Washington, D.C.
- Invited participant (2015), *The Tipping Point: Going from Adaptive to Maladaptive Consumption Behavior*, Roundtable, AMA Marketing & Public Policy Conference, Washington, D.C.
- Selected participant (2015), *Consumer Psychology of Poverty*, Track 1, Transformative Consumer Research Conference, Villanova, PA.
- Selected participant, Marketing and Public Policy Workshop and Doctoral Seminar, Fort Collins, CO (2010), Atlanta, GA (2012), Amherst, MA (2014).

Mentorship

- Judge (2015-2025), Canada's Next Top Ad Exec / Canadian Marketing League competition, organized by McMaster University
- Invited panelist (2016, 2018, 2019, 2023), Teaching and learning, John Molson School of Business new faculty orientation, Concordia University
- Invited panelist (2022), Peer Review Roundtable, GradProSkills, Concordia University
- Invited mentor (2021), *Doctoral symposium*, Association for Consumer Research Conference, Virtual event.
- Invited panelist (2020), Winterfest 2020: Leadership and Learning: Ready, steady, teach for tomorrow!, *Listening to Learners: Bridging the faculty continuum for a better curriculum* panel, Centre for Teaching & Learning, Concordia University
- Invited mentor (2019), *Women in SJDM networking reception*, Society for Judgement and Decision Making Conference, Montreal, QC.
- Invited panelist (2018), *Career management as young researcher* panel, Journées PhD Days, Université Laval, Québec, QC.
- Judge (2017, 2018), Cutthroat Marketing Games II case competition, co-organized by the John Molson Marketing Association and the John Molson Undergraduate Case Competition, Concordia University

Invited panelist (2017), *Teaching panel*, Doctoral Consortium, Administrative Sciences Association of Canada, Montreal, QC.

Invited panelist (2015), Doctoral Symposium – Joint Program (HEC Montréal, Concordia University, McGill University, Université du Québec à Montréal), held at HEC Montréal, Montreal, QC.

Invited speaker (2015), FRQ-SC Nouveaux Chercheurs workshop, Office of Research, John Molson School of Business, Concordia University

Invited speaker (2015), Marketing orientation seminar, John Molson Marketing Association, Concordia University

Invited speaker (2014), R.E.A.L. projects workshop with Love Montreal, John Molson Marketing Association, Concordia University

TEACHING

Undergraduate

COMM 499, Case competition course (Coach for the Concours de la Relève Marketing et la Relève Communication), Undergraduate, (2024-present)

MARK 453, Marketing Communications, Undergraduate, course coordinator and instructor (2014-present)

Graduate

MSCA 679, Marketing Theory, MSc (2024-present)

MSCA 618, Research Methods, MSc (2022-2024)

MSCA 615, Research Methodology, MSc, co-taught with Kamila Sobol and SunAh Kim (2021)

ADMI 831/MSCA 672, Consumer Research Methods, MSc/PhD, co-taught with Kamila Sobol and Jooseop Lim (2018)

EMBA 612, Marketing Management, Executive MBA, guest and substitute lectures (2016)

MSCA 615, Research Methodology, MSc, co-taught with B. Kemal Büyükkurt and Kamila Sobol (2015)

STUDENT SUPERVISION

Charlotte Ah Yong, MSc in Marketing, Concordia University (2025-present)

Tina Daneshfar, MSc in Marketing, Concordia University (2025-present)

Aya Bakir, MSc in Marketing, Concordia University (2025-present)

Trevor Gilmore, MSc in Marketing, Concordia University (2024-present)

Melina Mehrmam, MSc in Marketing, Concordia University (2024-present)

Tanmaya Kansara, MSc in Marketing, Concordia University (2023-2024)

Sarah Psihogios, MSc in Marketing, Concordia University (2023-2024)

Nithida Sanniravong, Mitacs Business Strategy Internship (undergraduate), Concordia University (2024).

Perris Adamski, MSc in Marketing, Concordia University (2022-2023)

Veronica Marinoni, MSc in Marketing, co-supervised with Kamila Sobol, Concordia University (2022-2023)

Tanya Singh, PhD in Marketing, Concordia University (2018-2022)

Daniella Sucapane, MSc in Marketing, Concordia University (2019-2020)

Francis Jarry, MSc in Marketing, Concordia University (2017-2019)

Marta Caserotti, Academic visitor, PhD in Psychology, University of Padova, Italy (January-December 2018, May 2019)

Laura Goodyear, MSc in Marketing, Concordia University (2016-2018)

Amina Ally, Directed Research in Psychology (Undergraduate), Concordia University (2017)

Laura Goodyear, Concordia Undergraduate Student Research Award (2015), co-supervised with Kamila Sobol

SELECT SERVICE

Reviewer

Reviewer, Journal of Consumer Research, Journal of Consumer Psychology, and various other journals in marketing and related disciplines

Reviewer, Association for Consumer Research (posters and individual presentations), Society for Consumer Psychology (posters and individual presentations), and Society for Judgment and Decision Making (student poster award) conferences

External reviewer (2018, 2019, 2024), Social Sciences and Humanities Research Council of Canada, Insight Grants

External reviewer (2017, 2022, 2023), Mitacs, Accelerate funding

Member (2016) and chair (2017, 2018, 2019), Adjudication committee, Social Sciences and Humanities Research Council of Canada, Insight Development Grants, Business/Management committee

Department

Member (2021-2023; 2025-*present*), Department undergraduate curriculum committee

Member (2023-*present*), MSc in Marketing program committee

Member (2021-*present*), Department personnel committee

Member (2017-2019; 2025) and Chair (2019-2020), Department hiring committee

Chair (2019-2020), Ad-hoc undergraduate core curriculum review committee, Marketing

Member (2019-2020), MSc curriculum review committee, Marketing

Member (2017), Program appraisal committee, Marketing

Faculty

Member (2016-2018; 2023-2024), Faculty council steering committee

Representative (2022-2024), Marketing department, Faculty council

Co-coordinator (2015-2023), Annual Graduate Research Exposition (AGRE)

Member (2018-2019; 2022-2023), Strategic planning committee

Representative (2019-2020), Marketing department, Undergraduate core curriculum revision committee

Representative (2015-2018), Assistant professor, Faculty level, Faculty Council

University

Representative (2021-2023), John Molson School of Business, Full-time faculty, Centraide campaign

Representative (2020), John Molson School of Business, Selection Committee for the President's Excellence in Teaching Awards

Academia

Reviewer (2021-2025), Dissertation Proposal Competition, Society for Consumer Psychology

External member (2024), Hiring committee, University College Dublin, School of Business, Marketing department

Reviewer (2023), AMA-EBSCO-RRBM Award, American Marketing Association

Director of Communications (2020-2023), Designing a Career in the Marketing Academy
Reviewer (2019, 2020, 2022), Alden G. Clayton Doctoral Dissertation Proposal Competition, Marketing Science Institute
Reviewer (2019), Advertising and Integrated Marketing Communications textbook, Pearson Canada

Community

Expert reviewer (2023-2024), Financial Consumer Agency of Canada
Member of the judging panel, Effie Awards Canada, First Round (2021, 2024), Last Round (2022).
Co-organizer (with Christopher Ross; 2016), Interactive marketing workshop, *Programme accélérateur pour entreprises d'économie sociale établies*, organized by S2L Services conseil en économie sociale and Chantier de l'économie sociale

SELECT GRADUATE SCHOLARSHIPS & FELLOWSHIPS

Doctoral Scholarship, Canada Graduate Scholarships Program, Social Sciences and Humanities Research Council of Canada, \$35,000/year (2007-2010)
Doctoral Fellowship, Fonds Québécois de la Recherche sur la Société et la Culture, \$20,000/year (2007-2010; Declined)
Master's Scholarship, Fonds Québécois de la Recherche sur la Société et la Culture, \$15,000 (2005)
Master's Scholarship, Canada Graduate Scholarships Program, Social Sciences and Humanities Research Council of Canada, \$17,500 (2004)
Canadian Tire's Excellence Scholarship for Undergraduate Students in Business Administration – Marketing Option, Fondation de l'Université du Québec à Trois-Rivières, \$1,000 (2003)
Undergraduate Excellence Scholarship, Fondation de l'Université du Québec à Trois-Rivières, \$1,000 (2002)

PROFESSIONAL AFFILIATIONS

Association for Consumer Research
Society for Consumer Psychology
Society for Judgment and Decision Making