

**DARLENE WALSH**  
John Molson School of Business  
Concordia University, Montreal, QC  
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## **ACADEMIC POSITIONS**

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Professor, Department of Marketing (June 2025-present)  
John Molson School of Business, Concordia University

Chair, Department of Marketing (July 2019-June 2025)  
John Molson School of Business, Concordia University

Associate Professor of Marketing (June 2014-May 2025)  
John Molson School of Business, Concordia University

Assistant Professor of Marketing (June 2007-May 2014)  
John Molson School of Business, Concordia University

## **EDUCATION**

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Ph.D. in Management  
Marketing (Consumer Behaviour)  
Rotman School of Management, University of Toronto

Honours B. Sc. with High Distinction  
Economics for Management Studies and Psychology  
University of Toronto

## **RESEARCH INTERESTS**

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In my research, I explore how individual differences, situational contexts, and marketing strategies shape consumer behaviours, with an emphasis on behaviours that require self-regulation. My interest in this area of study stems from a desire to discover innovative ways to help consumers make choices that can lead to better outcomes, from adopting healthier habits to taking actions to address climate change. This pursuit is important for both theory and practice, contributing to the well-being of both consumers and society. While my current emphasis lies in understanding self-regulation through experimental research, I am open to exploring other avenues of study within the same methodological approach.

## REFEREED JOURNAL PUBLICATIONS

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Walsh, D., Kliamenakis, A., Laroche, M., & Jabado, S. (2024). Authenticity in TikTok: How content creator popularity and brand size influence consumer engagement with sponsored user-generated content. *Psychology & Marketing*, 1–12.

Kwon, O., Walsh, D., & Kim, H. (2019). The (dis)advantage of friendship on information search and satisfaction. *Canadian Journal of Administrative Sciences*, 36 (3), 291–294.

Walsh, D., Mantonakis, A., & Joordens, S. (2015). Is “getting started” one way for people to overcome the depletion effect? *Canadian Journal of Administrative Sciences*, 32 (1), 47–57.

**Best Paper Award, Honourable Mention.**

Walsh, D. (2014). Attenuating depletion using goal priming. *Journal of Consumer Psychology*, 24 (4), 497–505.

Walsh, D. (2014). Can priming a healthy eating goal cause depleted consumers to prefer healthier snacks? *Journal of Consumer Marketing*, 31 (2), 126–132.

Joordens, S., Walsh, D., & Mantonakis, A. (2013). Intelligence as it relates to conscious and unconscious memory influences: A performance-based process-dissociation approach. *Canadian Journal of Experimental Psychology*, 67 (3), 165–174.

Kim, H., & Walsh, D. (2012). Will she like this product as much as I like it? The role of positive affect in predicting others’ product preferences. *Journal of Product Research*, 30 (6), 1–9.

## REFEREED CONFERENCE PRESENTATIONS

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Walsh, D. & Wu, X. (2024). The impact of cuteness, goal importance, and private self-awareness on self-regulation. Presented at the *Society for Judgment and Decision-Making* conference, November 22-25, 2024.

Walsh, D. & Wu, X. (2024). Investigating how cuteness, private self-awareness, and goal importance improve self-regulation. Presented at the *Association for Consumer Research* conference, September 26–29, 2024.

Kliamenakis, A., & Walsh, D. (2023). How incidental brand exposure can undermine the pursuit of active (and important) goals. Presented at the *Society for Consumer Psychology* conference, March 2–5, 2023.

Walsh, D. & Wu, X. (2023). “Cute alert!” How cuteness and private self-awareness interact to impact subsequent self-indulgence. Presented at the 2023 *Society for Consumer Psychology* conference, March 2–5, 2023.

Kliamenakis, A., & Walsh, D. (2022). When brands hurt goals: How active goals and incidental brand exposure interact to influence goal-directed choices. Presented (virtually) at the *Society for Consumer Psychology conference*, March 3–5, 2022.

Sobol, K., Robitaille, N., & Walsh, D. (2022). Fending off failure: How choosing the lesser evil eradicates the negative consequences of goal failure. Presented at the *Behavioral Insights into Business for Social Good (BIBSG)* conference, June 2022.

Walsh, D., Huang, C., & Shaker, H. (2022). How depletion and slogans interact to impact behavior. Presented (virtually) at the *Society for Consumer Psychology conference*, March 3–5, 2022.

Sobol, K., Robitaille, N., & Walsh, D. (2021). Fending off failure: How choosing the lesser evil eradicates the negative consequences of goal failure. Presented (virtually) at the *Annual International Conference on Psychology* conference, May 24–27, 2021.

Sobol, K., Robitaille, N., & Walsh, D. (2021). Fending off failure: How choosing the lesser evil eradicates the negatives consequences of goal failure. Presented (virtually) at the *Southern Ontario Behavioural Decision Research* conference, May 14, 2021.

Walsh, D., & Darriet, C. (2020). What a cute lemon! The effect of whimsical cuteness on willingness-to-pay for imperfect produce. Presented (virtually) at the *Association for Consumer Research* conference, October 1–4, 2020.

Sobol, K., Robitaille, N. & Walsh, D. (2019). The subjective nature of goal failure and its effects on motivation. Presented at the *Society of Judgment and Decision-Making* conference, Montreal, Quebec, November 15–18, 2019.

Kim, H. J., Walsh, D., & Wodnicki, P. (2019). Goals come in all shapes and sizes: Can goal-shaped products increase willingness-to-pay? In *Advances in Consumer Research*, Volume 47, eds. R. Bagchi, L. Block and L. Lee: Association for Consumer Research, Page: 978.

Walsh, D., & Huang, C. (2018). Brand primes can satiate (important) consumer goals. In *Advances in Consumer Research*, Volume 46, eds. A. Gershoff, R. Kozinets and T. White: Association for Consumer Research, Page: 932.

Walsh, D., & Jarry, F. (2017). The impact of brand exposure on perceived goal progress and goal satiation. In *Advances in Consumer Research*, Volume 45, eds. A. Gneezy, V. Griskevicius, and P. Williams: Association for Consumer Research, Page: 1064.

Walsh, D. (2015). The effects of brand exposure on goal satiation and perceived goal progress. In *Advances in Consumer Psychology*, eds. A. Morales and P. Williams: Society for Consumer Psychology, Page: 332.

Walsh, D., Kim, H., & Kwon, O. (2014). How firms should manage their corporate social responsibility activities. In *INFORMS Marketing Science Conference Proceedings*, eds. D. Bowman, M. Lewis and D. Schweidel, Page: 1.

Walsh, D., Mantonakis, A., & Joordens, S. (2012). Does depletion impact our ability to initiate, or to complete, a self-regulation task? In *Advances in Consumer Psychology*, eds. A. Chakravarti and A. Mukhopadhyay: Society for Consumer Psychology, Pages: 61–62.

Walsh, D. (2011). Do retail store brands satiate or strengthen consumer goals? Examining the influence of goal priming and exposure to retail store brands on consumer preference. In *Advances in Consumer Psychology*, eds. N. Mandel and D. Silvera: Society for Consumer Psychology, Pages: 121–123.

Walsh, D., & Mantonakis, A. (2009). At what stage of process does depletion hurt the most? In *Advances in Consumer Research*, Volume 36, eds. A.L. McGill and S. Shavitt: Association for Consumer Research, Page: 772.

Walsh, D., & Mitchell, A. (2008). How does ego-depletion and construal levels relate to self-control? In *INFORMS Marketing Science Conference Proceedings*, eds. C. Weinberg, D. Dahl and D. Putler, Page: 18.

Dempsey, M., & Walsh, D. (2007). Examining the context of music videos on brand evaluations. In *Administrative Sciences Association of Canada Conference Proceedings*, Volume 28, ed. M. Benyoucef, Pages: 88–102.

Walsh, D., & Mitchell, A. (2007). Automatic evaluations and self-control. In *Advances in Consumer Research*, Volume 34, eds. G. Fitzsimons and V. Morwitz: Association for Consumer Research, Pages: 272–273.

Walsh, D., & Mitchell, A. (2006). Is goal activation enough? Implications for conscious self-control processes. In *Advances in Consumer Psychology*, eds. D. Ariely, B. Shiv, and M. Strahilevitz, Pages: 146–160.

Law, S., Braun, K., & Walsh D. (2002). Product placements: Practical and theoretical implications. *Advertising & Consumer Psychology Conference*, New York, NY.

## **NON-REFEREED CONFERENCE PRESENTATIONS**

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Aysan, G., Walsh, D., & Mantonakis, A. (May 2009). At what stage of process does depletion hurt the most? *Southern Ontario Behavioural Decision Research Conference*, St. Catharines, ON.

Alam, R., Joordens, S., & Walsh, D. (June 2006). Long-term semantic priming in the face of opposing strategies: Support for continual learning. *Canadian Society for Brain, Behaviour and Cognitive Science*, Saskatoon, SK.

## PARTICIPATION IN OTHER ACADEMIC EVENTS

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### Annual Graduate Research Exposition (AGRE)

Wodnicki, P., & Walsh, D. (2019). *Can I? Will I? Depletion, self-efficacy, and health-related behaviours*. Poster presented at the 11<sup>th</sup> Annual Graduate Research Exposition, John Molson School of Business, Concordia University. **Best Poster Award (MSc track)**

Darriet, C., & Walsh, D. (2019). *Aww, that's such a cute lemon! The impact of whimsical cuteness on willingness-to-pay*. Poster presented at the 11<sup>th</sup> Annual Graduate Research Exposition, John Molson School of Business, Concordia University.

Huang, C., & Walsh, D. (2018). *Why slogans persuade! The effects of depletion and slogans on consumer behaviour*. Poster presented at the 10<sup>th</sup> Annual Graduate Research Exposition, John Molson School of Business, Concordia University. **Popular Choice Award (MSc Track)**

### Moderator and/or Discussant

Invited Moderator (2020). *Consumer decision-making when experiencing resource scarcity* (20<sup>th</sup> anniversary panel series). John Molson School of Business, Concordia University.

Invited Discussant (2012). *Do consumers always get what they want?* Rotman School of Management, University of Toronto.

### Invited Talks, Guest Lectures and/or Research Seminar Series

Wu, X. & Walsh, D. (2024). *Cute alert! How cuteness and private self-awareness interact to impact self-indulgence*. ThinkFest (Research Seminar Series), Department of Marketing, JMSB, Concordia University

Walsh, D. (2010). *The influence of retail brands and non-conscious goal priming on consumer preference*. Research Seminar Series, Department of Marketing, JMSB, Concordia University.

Walsh, D. (2008). *When does the automatic activation of a self-control goal set in motion an effortless self-control process?* Guest Lecture: Automatic Processes in Consumer Behavior Doctoral Seminar, McGill University.

Walsh, D. (2006). *Understanding the self-control process*. Invited Talk, Department of Marketing, JMSB, Concordia University.

Walsh, D. (2006). *Understanding the self-control process*. Invited Talk, Department of Marketing, School of Business Management, Ryerson University.

Walsh, D. (2006). *Understanding the self-control process*. Invited Talk, Department of Marketing, McGill University.

Walsh, D. (2006). *Understanding the self-control process*. Research Seminar Series, Rotman School of Management, University of Toronto.

Walsh, D., & Mitchell, A. (2006). *Self-control tomorrow and in a year from now. Goal activation, temporal construal and the strength model*. Research Seminar Series, Rotman School of Management, University of Toronto.

Walsh, D., & Mitchell, A. (2006). *Goal activation, implicit evaluations and cookies? Understanding the self-control process*. Research Seminar Series (Self-Control Research Group), Department of Psychology, University of Toronto.

Walsh, D., & Mitchell, A. (2006). *"I know I'm on a diet, but those cookies smell great!" An examination of goal activation and implicit evaluations on self-control*. Research Seminar Series, Rotman School of Management, University of Toronto.

Dempsey, M., & Walsh, D. (2006). *Hey, aren't your shoes the ones in the 50 Cent video?* Research Seminar Series, School of Business Management, Ryerson University.

Walsh, D., & Mitchell, A. (2005). *Understanding self-control processes by examining goal activation and affective evaluations*. Research Seminar Series (Social, Personality & Abnormal area Meeting (SPAM) group), Department of Psychology, University of Toronto.

Joordens, S., Bors, D., & Walsh, D. (2001). *Spatial reasoning and its links with conscious and unconscious memory*. Research Seminar Series (Cognition and Perception at Scarborough (CAPS) research group), Department of Psychology, University of Toronto at Scarborough.

Joordens, S., Walsh, D., & Bors, D. (2001). *Intelligence and its relation to conscious and unconscious memory*. Research Seminar Series (Cognition and Perception at Scarborough (CAPS) research group), Department of Psychology, University of Toronto at Scarborough.

## **RESEARCH-IN-PROGRESS**

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Sobol, K., Robitaille, N., & Walsh, D. The subjective nature of goal failure and its effects on motivation.

Walsh, D., and Shaker, H. Self-control and the privacy-personalization paradox.

Kim, H. J., & Walsh, D. The positive (and sometimes negative) impacts of goal-shaped products on consumption.

Walsh, D., & Wu, X. The impacts of cuteness on self-control.

## FUNDING

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### External Research Grants

<b>\$87,212</b>	2015-21 <sup>1</sup>	Social Sciences and Humanities Research Council of Canada (Individual Grant) Title: The effects of non-conscious brand exposure on self-control Amount Requested: \$87,212
<b>\$1,600</b>	2011	Transformative Consumer Research, Association for Consumer Research Grant (Individual Grant) Title: Why does a healthy choice now lead to an unhealthy choice later?
<b>\$5,000</b>	2005	Faculty of Business, Ryerson University Grant (Team Grant) Principal Investigator: M. Dempsey; with D. Walsh Title: Brands, music videos and persuasion

### Internal Research Grants

<b>\$15,000</b>	2022-25	Department Chair Research Grant, Concordia University (Individual Grant) Title: Understanding how cuteness influences consumer behavior
<b>\$15,000</b>	2019-22	Department Chair Research Grant, Concordia University (Individual Grant) Title: Understanding how cuteness and creativity influence consumer behavior
<b>\$6,765</b>	2014-17	Seed Funding Program, VP-Office of Research, Concordia University (Individual Grant) Title: How brands influence the consumer decision making process
<b>\$9,490</b>	2013	Luc Beauregard Center of Excellence in Communications, Concordia University (Team Grant) Principal Investigator: D. Walsh Collaborators: H. Kim & O. Kwon Title: Are you a good corporate citizen?
<b>\$1,000</b>	2013	CASA General Research Funds, Concordia University (Individual Grant) Title: Understanding how depletion can be attenuated by nonconscious goal priming

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<sup>1</sup> The end date for this grant was adjusted to March 31, 2021 due to an official university leave.

<b>\$6,300</b>	2011	Seed Funding Program, VP-Office of Research, Concordia University (Individual Grant) Title: Examining the interaction between depletion and goal priming
<b>\$11,850</b>	2011	Seed Funding Program, VP-Office of Research, Concordia University Grant (Team Grant) Principal Investigator: H. Kim Collaborators: D. Walsh and K. Lee Title: Transactions using networks revisited
<b>\$10,000</b>	2009	Faculty Research Development Program II, Concordia University (Individual Grant)
<b>\$6,500</b>	2008	4A SSHRC Classification Grant, Concordia University (Individual Grant) Title: What activates self-control goals?
<b>\$15,000</b>	2007	Faculty Research Development Program, Concordia University (Individual Grant)

#### **Internal Grants to Support Student Research**

<b>\$1,993</b>	2025-26	CASA Student Research Grant, Concordia University Title: My Not-So-Perfect Run: The Role of Perfectionism on Fitness Related Social Media Engagement Student Researcher: D. Carmichael Supervisor: D. Walsh
<b>\$1,839</b>	2025-26	CASA Student Research Grant, Concordia University Title: The Effect of Social Surroundings on One's Irresponsible AI Use Student Researcher: M. Bergmans Supervisor: D. Walsh
<b>\$1,973</b>	2025-26	CASA Student Research Grant, Concordia University Title: If I Am Contacted for Confirmatory Typing: An Intervention to Reduce Attrition from the Hematopoietic Stem Cell Donor Registry Student Researcher: J. Seligman Supervisor: D. Walsh



<b>\$999</b>	2023-24	CASA Student Research Grant, Concordia University Title: The influence of background complexity, blurriness, and source on consumer social media engagement Student Researcher: Y. Han Supervisor: D. Walsh
<b>\$979</b>	2023-24	CASA Student Research Grant, Concordia University Title: The effects of perceived social class, self-esteem, and mindfulness on materialism Student Researcher: G. Miller Supervisor: D. Walsh
<b>\$1,950</b>	2019-20	CASA Student Research Grant, Concordia University Title: Can I? Will I? The effect of depletion on self-efficacy and persuasion to engage in healthy behaviors Student Researcher: P. Wodnicki Supervisor: D. Walsh
<b>\$1,206</b>	2018-19	CASA Student Research Grant, Concordia University Title: How cute is this apple? Can priming “cuteness” increase consumers trust toward unaesthetic food? Student Researcher: C. Darriet Supervisor: D. Walsh
<b>\$1,838</b>	2018-19	CASA Student Research Grant, Concordia University Title: The effects of depletion and slogans on consumer behavior Student Researcher: C. Huang Supervisor: D. Walsh
<b>\$1,000</b>	2013-14	CASA General Research Funds, Concordia University (Individual Grant) Title: How does goal priming and depletion interact to influence self-regulation?

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## **GRADUATE THESIS COMMITTEE MEMBERSHIP**

### **M.Sc. in Administration (JMSB), Supervisor or Co-Supervisor**

Darya Carmichael (Summer 2025). My Not-So-Perfect Run: The Role of Perfectionism on Fitness Related Social Media Engagement. Concordia University.

Margot Bergmans (Spring 2026). The Effect of Social Surroundings on One’s Irresponsible AI Use. Concordia University.

Jaden Seligman (Spring 2026). If I Am Contacted for Confirmatory Typing: An Intervention to Reduce Attrition from the Hematopoietic Stem Cell Donor Registry. Concordia University.

Tristan Mancini (July 2025). Depletion, pride and identification: Psychological pathways to student engagement in Canadian university sport. Concordia University.

Yichen Han (March 2024). The impact of background complexity on social media engagement and purchase intentions: The role of influencer type and sponsorship disclosure. Concordia University.

Grace Miller (March 2024). Unraveling the socioeconomic layers leading to materialism: Exploring the mediating role of happiness and moderating influence of gratitude. Concordia University.

Sarah-Yusra Jabado (February 2023). The authenticity factor: Understanding the impact of user-generated content sponsorship on consumer behaviour for value-expressive products. Co-supervised with Dr. Michel Laroche, Concordia University.

Donna Cagnoli (August 2022). The impact of native advertising, culture and trust on advertising credibility. Co-supervised with Dr. Michel Laroche, Concordia University.

Philippe Wodnicki (July 2020). The effect of depletion on self-efficacy and persuasion to engage in healthy behaviour. Concordia University.

Camille Darriet (January 2020). Can priming “cuteness” increase consumers trust toward unaesthetic food? Concordia University.

Chunxiang Huang (July 2019). Can depletion attenuate the reverse priming effect of slogans on behaviour? Concordia University.

### **M.Sc. in Administration (JMSB), Committee Member**

Trevor Gilmore (July 2025). Exploring The Effects of Collectability and Scarcity Cues on Collectible Products Consumption. Concordia University.

Melina Mehrmam (July 2025). Consumer perceptions of AI-based recommendations. Concordia University.

Aayushi Singla (July 2025). How different types of brand purpose ads effect consumer attitude towards the ads: The mediation effect of inspiration and downstream consequence on consumer behaviour. Concordia University.

Bishal Pandey (October 2024). Screen time management journey: Understanding objectives, knowing trigger points and forming curtailment strategies. Concordia University.

Alp Tug Atik (August 2024). Once upon a medium: Exploring how narrative mediums affect the experience of narrative transportation. Concordia University.

Jakub Baczynski (August 2024). The effects of front-of-package warning labels on consumer attitudes and purchase intentions toward reformulated food products. Concordia University.

Mohamad Shayto (August 2024). Analyzing the impact of AI disclosure in blog posts on perceptions of brand warmth and competence. Concordia University.

Tanmaya Kansara (June 2024). Awwvertising strategy: Exploring how cuteness impacts influencer marketing. Concordia University.

Lingyun Jing (March 2024). What makes emotional ads go viral? The mediating role of emotional intensity and the moderating role of narrative transportation. Concordia University.

Dania Kyle (March 2023). The marketing of comic books: The power behind visual narratives. Concordia University.

Ran Han (August 2022). Panic buying and consumer-brand relationships. Concordia University.

Yushan Li (August 2019). Very rich Asians: How does acculturation transform the status consumption of wealthy immigrants? Concordia University.

Francis Jarry (August 2019). The interplay between scarcity and hyperopia. Concordia University.

Ksenia Sukhanova (March 2019). Social media adoption and usage in family firms. Concordia University.

Laura Goodyear (March 2018). When not having enough prompts consumers to show off: Reminders of resource scarcity prompt narcissism. Concordia University.

Bin Li (April 2017). Overestimation of others' willingness to pay – An investigation. Concordia University.

Kathleen Brown (March 2017). Effectively communicating masculine and feminine brand personality traits using brand logo designs. Concordia University.

Yonglan Liu (January 2017). The Effects of Unit Measurement Price. Concordia University.

Tara Kermanshahi (June 2014). Affirmative disclosure in fast food advertisements: Its effect on attitudes toward the ad, attitude toward the brand and purchase intentions. Concordia University.

Rachel Banton (April 2013). Wise in one's own conceit: The effect of direct-to-consumer. Concordia University.

Cathy Kittson (January 2013). Product involvement as a moderator in hedonic versus utilitarian attribute trade-offs. Concordia University.

Payam Vaseghi (August 2012). Benchmarking of advertising efficiency in U.S. car market using data envelopment analysis. Concordia University.

Maryse Cote-Hamel (July 2012). The normative influence of shopping companions on impulsive urges and purchases. Concordia University.

Ting Gao (June 2012). Can corporate social responsibility (CSR) internalize into product features? An investigation on consumer responses to products with ethical attributes. Concordia University.

Alessandra Boezio (April 2012). I'm too sexy (exciting, sophisticated, and sincere) for my brands: Menstrual cycle effects on attitudes toward brand personalities. Concordia University.

Joyce Sarkis (March 2012). The cognitive, attitudinal, and behavioural responses of the elderly to print direct-to-consumer advertising. Concordia University.

Tianchi Hou (March 2012). How do Chinese consumers perceive celebrity endorsers: A social identity perspective. Concordia University.

Kimberly Donato (October 2011). The role of implicitly primed colour cues on product evaluation. Concordia University.

Zack Mendenhall (September 2011). Disgust cubed: The effect of pathogen, moral, and sexual disgust on product evaluations, avoidant behaviour, and attributions. Concordia University.

Maude Bellenguez-Lavin (March 2011). Do we all believe in Christmas? How our beliefs affect the relationship between music and retail environment perceptions. Concordia University.

David Thomas (December 2010). An investigation into the effects of chewing gum on consumer endurance and recall during an extended shopping experience. Concordia University.

Tara Crouse (August 2010). The influence of ambient scent on hotel guests' responses. Concordia University.

Shijing Chen (April 2010). Understanding normative influence on green consumption behaviour: The moderating role of self-construal and self-regulatory resources. Concordia University.

Liang Huang (January 2009). A cross-cultural study of humor-based advertisements: Differences among China, North America and France. Concordia University.

Eric Stenstrom (December 2007). Changes in women's consumption preferences and behaviours across the menstrual cycle. Concordia University.

## **Ph.D. in Administration, Committee Member/Examiner**

Tanya Singh. Concordia University.  
Committee Member for Phase III (August 2022)

Yves Dupuis. Concordia University.  
Committee for Phase III (January 2020)  
Committee for Comprehensive Examination (January 2019)

Dandan Fang. Concordia University.  
Committee for Thesis Proposal (December 2021)  
Committee for Phase III (October 2021)  
Committee for Phase III (October 2019)  
Committee for Comprehensive Examination (November 2017)

Maryam Tofighi, Concordia University.  
Committee for Phase III (June 2016)  
Committee for Comprehensive Examination (April 2015)

Maryse Cote-Hamel. Concordia University.  
Committee for Comprehensive Examination (July 2014)

Aida Faber. McGill University.  
Internal Examiner for Final Thesis (April 2015)  
Committee for Thesis Proposal (August 2014)

## **HONOURS AND AWARDS**

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JMSB Deans Award for Service Excellence Nominee (2018)  
Canadian Journal of Administrative Sciences, Best Paper Award, Honourable Mention (2016)  
JMSB Deans Award for Teaching Excellence Nominee (2012)  
Transformative Consumer Research Grant, Association for Consumer Research (2011)  
Society for Consumer Psychology Conference, Best Student Paper Award (2006)  
American Marketing Association, Sheth Foundation Doctoral Consortium Fellow (2006)  
Martin Evans Scholarship, Ontario Graduate Scholarship (2006-07)  
University of Toronto Fellowship (2002-07)  
Ontario Graduate Scholarship (2002-03)

## **TEACHING**

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**Fundamentals of Behavioral Marketing** (ADMI 8302), Winter 2025  
John Molson School of Business, Concordia University

**Consumer Behaviour** (MARK 305), Fall 2016 – present  
John Molson School of Business, Concordia University

**Marketing Communications** (MARK 453), Fall 2012 – Winter 2014  
John Molson School of Business, Concordia University

**Advertising** (MARK 453), Fall 2007 – Winter 2012  
John Molson School of Business, Concordia University

**Principles of Marketing**, Fall 2005  
Rotman School of Management, University of Toronto

## **SERVICE TO THE UNIVERSITY**

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### **Departmental-Level Activities**

Curriculum Task Force (Chair: 2025-2026)  
Department Tenure Committee (Ex Officio Chair: 2019-2025)  
Department Personnel Committee (Member: 2017-19; Ex Officio Chair: 2019-2025)  
Part-Time Hiring Committee (Member: 2011-15, 2016-17; Ex Officio Chair: 2019-2025)  
Open House Department Presentations (2019-2025; two times each academic year)  
Tenure-Track and Limited-Term Assistant Hiring Committee (Chair: 2010-2012, 2017-19; Member: 2012-14)  
Department Curriculum Committee (Member: 2010-2012, 2018-19)  
Communication Committee (Chair: 2011-15; Member: 2016-17)  
Program Appraisal Committee (Chair: 2017-19)  
Research Seminar Series/Brown Bag (Co-Chair: 2010-15)  
Ethics Committee (Chair: 2011-15)  
On-Site Co-Op Work Visits (Member: 2007-08)

### **Faculty-Level Activities**

Advisory Search Committee: Chair of the Management Department (2025)  
Advisory Search Committee: Chair of the Supply Chain and Business Technology Management Department (2024, 2021, 2020)  
Convocation Platform Party Member (Fall 2023-Winter 2025)  
Executive Committee (2019-2025)  
Faculty Academic Programs Committee (2019-2025)  
Faculty Council (2019-2025)  
Advisory Search Committee: Chair of the Finance Department (2022, 2017)  
Advisory Search Committee: Directorship of the IBUS Program (2021)  
Advisory Search Committee: Chair of the Marketing Department (2017)  
Advisory Search Committee: Chair of the Accountancy Department (2012)  
Advisory Search Committee: Directorship of the CMA Program (2012)  
Advisory Search Committee: Directorship of the KWPM Program (2012)  
Advisory Search Committee: EMBA and CA Program Directorships (2011)  
Chair, MSc in Administration Defense Committee (2011, 2012, 2018)

**University-Level Activities**

Strategic Enrolment Management Admissions Undergraduate Working Group (2024)  
College of Ethics Reviewer, Department Representative (Member: 2025-2026; As required: 2019-2025)  
Work, Workplace and Workforce Working Group (2021-22)  
Library Committee, Faculty Representative (2017-20)  
AACSB, Faculty Representative (2012, 2017)  
UHREC, Disciplinary College (2012-14)  
Advisory Search Committee: Dean, School of Graduate Studies (2013)  
Advisory Committee: Concordia University Shuffle (2011-13)  
Community Campaign Committee (2011-12)

**SERVICE TO THE EXTERNAL ACADEMIC COMMUNITY**

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**Academic Reviewer: Journals**

Canadian Journal of Administrative Sciences  
Journal of Consumer Marketing  
Journal of Business Research  
Journal of Consumer Research  
Journal of Personality and Social Psychology

**Academic Reviewer: Conferences**

Administrative Sciences Association of Canada  
American Marketing Association Summer Conference  
Association for Consumer Research Conference  
Society for Consumer Psychology Conference  
Society for Judgment and Decision-Making Conference

**Assessment Activities**

External reviewer for a faculty member promotion and tenure dossier (2025)  
External assessor, Social Sciences and Humanities Research Council of Canada (SSHRC),  
Insight Grant Competition (2019, 2024)  
External reviewer, Luc Beauregard Centre of Excellence in Communications Research,  
Concordia University (2015)

**Academic Memberships**

Faculty Member, Association for Consumer Research  
Faculty Member, Society for Judgment and Decision-Making  
Faculty Member, Society for Consumer Psychology