

# GRANT PACKARD

Schulich School of Business  
York University  
4700 Keele Street  
Toronto, ON M3J 1P3

Office: (416) 736-2100 x77199  
Mobile: (416) 985-4590  
Email: gpackard@schulich.yorku.ca  
Personal website: grantpackard.com

---

## Education

Ph.D., Business Administration (Marketing), December 2012  
Stephen M. Ross School of Business  
University of Michigan, Ann Arbor, MI

MBA, Marketing, May 1998  
Desautels Faculty of Management  
McGill University, Montreal, QC

B.S. Cum Laude, Business Administration (Marketing), June 1995  
Leeds School of Business  
University of Colorado, Boulder, CO

## Academic Appointments

Associate Professor, Marketing area, January 2019 – present  
Schulich School of Business  
York University, Toronto, ON

Associate Professor, Marketing area, July 2018 – December 2018  
Assistant Professor, Marketing area, July 2012 – June 2018  
Lazaridis School of Business & Economics  
Wilfrid Laurier University, Waterloo, ON

## Research Profile

My research examines the production and consumption of language to advance psychological theories on motivation, social perception, and persuasion. I employ laboratory experiments, natural language processing and text analysis methods, and/or analysis of field data using a variety of quantitative techniques (e.g., multi-variate regression, panel estimators, topic modeling or word embeddings, network analysis).

This work offers insights for marketers, consumers and policymakers on the consumption-related information people share through social media, online reviews, email, and when they speak with company representatives (e.g., salespeople, call center workers). It also helps marketers improve how they communicate with, and to, consumers through a variety of mediums. Finally, I examine how and why language itself is consumed as a product (e.g., song lyrics, academic articles).

## Refereed Journal Articles

(*Financial Times* 50 publications indicated by \*)

1. **Packard, G.** and Berger, J. (2020), "Thinking of You; How Second Person Pronouns Shape Cultural Success," *Psychological Science*, 31(4), 397-407.
2. McFerran, B., Moore, S. G., and **Packard, G.** (2019), "How Should Companies Talk to Customers Online?," *MIT Sloan Management Review*, 60(2), 68-71.\*
3. Klein, R. A. et al. [**Packard, G.** one of 185 replication lab co-authors] (2018), "Many Labs 2: Investigating Variation in Replicability Across Sample and Setting," *Advances in Methods and Practices in Psychological Science*, 1(4), 443-490.
  - Selected media coverage: *The Atlantic, Nature, NPR, Science Direct*
4. Berger, J. and **Packard, G.**, (2018), "Are Atypical Things More Popular?," *Psychological Science*, 29(7), 1178-1184.
  - Selected media coverage: *Knowledge@Wharton, Psychology Today*
5. **Packard, G.**, Moore, S. G., and McFerran, B. (2018), "(I'm) Happy to Help (You): The Impact of Personal Pronoun Use in Customer-Firm Interactions," *Journal of Marketing Research*, 55(4), 541-555.\*
  - Selected media coverage: *CBC, The Globe and Mail, Harvard Business Review, Marketing Science Institute, Sirius XM Radio, The Wall Street Journal*
6. Lurie, N., Berger, J., Chen, Z., Li, B., Liu, B., Mason, C., Muir, D., **Packard, G.**, Pancras, J., Schlosser, A., Sun, B., and Venkatesan, R. (2018), "Everywhere and at All Times: Mobility, Consumer Decision-Making, and Choice," *Customer Needs and Solutions*, 5(1-2), 15-27.
7. **Packard, G.** and Berger, J. (2017), "How Language Shapes Word of Mouth's Impact," *Journal of Marketing Research*, 54(4), 572-588.\*
  - Selected media coverage: *The Keller Report, Marketing Science Institute*
8. **Packard, G.**, Gershoff, A., and Wooten, D. B. (2016), "When Boastful Word of Mouth Helps Versus Hurts Social Perceptions and Persuasion," *Journal of Consumer Research*, 43(1), 26-43.\*
  - Selected media coverage: *CBC, MarketWatch, Metro News, Vocativ*
9. **Packard, G.**, Aribarg, A., Eliashberg, J., and Foutz, N. Z. (2016), "The Role of Network Embeddedness in Film Success," *International Journal of Research in Marketing*, 33(2), 328-342.
10. Manchanda, P., **Packard, G.**, and Pattabhiramaiah, A. (2015), "Social Dollars: The Economic Impact of Consumer Participation in a Firm-Sponsored Online Customer Community," *Marketing Science*, 34(3), 367-387.\*
  - Among top 1.5% most downloaded papers of all-time at SSRN
  - Selected media coverage: *strategy + business, Science Daily, ideasforleaders.com*
11. Klein, R. A. et al. [**Packard, G.** one of 47 second co-authors] (2014), "Investigating Variation in Replicability: A "Many Labs" Replication Project," *Social Psychology*, 45(3), 142-152.
  - Selected media coverage: *Discover Magazine, National Geographic, Nature, NPR, PLoS.org, Science, Scientific American, Science Now, Slate, The Economist*

12. **Packard, G.** and Wooten, D. B. (2013), “Compensatory Knowledge Signaling in Consumer Word-of-Mouth,” *Journal of Consumer Psychology*, 23(4), 434-450.\*
  - Winner, Best Competitive Paper Award, SCP Annual Conference, 2011
  - Selected media coverage: *The Globe and Mail*, *Exchange Magazine*, *Econbiz.de*

### **Invited Articles & Book Chapters**

13. Moore, S., McFerran, B, and **Packard, G.** (2018), “The Words and Phrases to Use—and to Avoid—When Talking to Customers,” *Harvard Business Review*, October 4, available at <https://hbr.org/2018/10/the-words-and-phrases-to-use-and-to-avoid-when-talking-to-customers>
14. **Packard, G.** (2006), “Marketing Minute,” In Boone, L. E., Kurtz, D.L., MacKenzie, H.F., and Snow, K. (Eds.) *Contemporary Marketing*, 1<sup>st</sup> Canadian Edition, Scarborough: Thomson Nelson.
15. Behm, K., Byrne, J., and **Packard, G.** (1994). “The Advertising Industry,” In Hess, J. (Ed.) *Profiles in American Enterprise*, Boulder: University of Colorado Press.

### **Research in Progress**

*(Titles modified to preserve blind review)*

- Packard, G.** and Berger, J., “Concreteness” (conditionally accepted at *Journal of Consumer Research*)
- Kang, C., **Packard, G.**, and Wooten, D. B., “Evasion” (in the review process)
- Iglesias, C., and **Packard, G.**, “A.I. Agent Language” (manuscript in prep)
- Li, Y., **Packard, G.**, and Berger, J., “Conversation Dynamics” (manuscript in prep)
- Taylor, N. and **Packard, G.**, “Verb Tense” (lab studies; manuscript in prep)
- Wang, H., Van Zant, A., **Packard, G.**, and Berger, J. “Pauses” (field data analysis complete; lab studies)
- Boghrati, R., Berger J., and **Packard, G.** “Citations” (field data analysis)
- Berger, J., Rocklage, M., and **Packard, G.** “Emotional Language” (lab studies)

### **Refereed Conference Presentations and Proceedings**

1. “How Concrete Language Shapes Customer Satisfaction,” (with J. Berger), Association for Consumer Research Conference, Atlanta, Oct. 2019.
2. “Language in Marketing Knowledge Forum” Workshop Co-chair (with A. Kronrod, S. Moore, and J. Berger), Association for Consumer Research Conference, Atlanta, Oct. 2019.
3. “How to Do Text Analysis,” Workshop Invited Participant, Association for Consumer Research Conference, Atlanta, Oct. 2019.

4. "Linguistic Concreteness in Customer-Firm Conversations," (with J. Berger), Society for Consumer Psychology Conference, Savannah, Feb. 2019.
5. "How Second Person Pronouns Engage Audiences," (with J. Berger), Society for Consumer Psychology Conference, Savannah, Feb. 2019.
6. "Improving Customer Conversations," Special Session Co-chair (with J. Berger), Society for Consumer Psychology Conference, Savannah, Feb. 2019.
7. "With or Without You: When Second Person Pronouns Engage Listeners," (with J. Berger), Association for Consumer Research N. American Conference, Dallas, Oct. 2018.
8. "Trust and Distrust in Word of Mouth," Invited Roundtable Participant, Association for Consumer Research N. American Conference, Dallas, Oct. 2018.
9. "Differentiation and Cultural Success," (with J. Berger), Association for Consumer Research N. American Conference, San Diego, Oct. 2017.
10. "Wisdom from Words," Special Session Co-chair (with J. Berger), Association for Consumer Research N. American Conference, San Diego, Oct. 2017.
11. "Following the Blind: How Expertise and Endorsement Style Impact Word of Mouth Persuasion," (with J. Berger), Association for Consumer Research N. American Conference, New Orleans, Oct. 2015.
12. "Why Your Next Project Should use Textual Analysis," Invited Roundtable Participant, Association for Consumer Research N. American Conference, New Orleans, Oct. 2015
13. "Trust Me, I Know! The Impact of Source Self-Enhancement on Persuasion in Word-of-Mouth," (with A. Gershoff and D. B. Wooten), Association for Consumer Research N. American Conference, New Orleans, Oct. 2015.
14. "Following the Blind: How Expertise and Endorsement Style Impact Word of Mouth Persuasion," (with J. Berger), Society for Consumer Psychology Annual Conference, Phoenix, Feb. 2015.
15. "No Idle Boast: Consumer Responses to Self-Enhancing Sources of Product Information," (with A. Gershoff and D. B. Wooten), Society for Consumer Psychology Annual Conference, Miami, Mar. 2014.
16. "Putting the Customer Second," (with B. McFerran and S. G. Moore), Society for Consumer Psychology Annual Conference, Miami, Mar. 2014.
17. "No Idle Boast: Consumer Responses to Self-Enhancing Sources of Product Information," (with A. Gershoff and D. B. Wooten), Society for Judgment and Decision Making Annual Conference, Toronto, Nov. 2013.
18. "Putting the Customer Second," (with B. McFerran and S. G. Moore), Association for Consumer Research N. American Conference, Chicago, Oct. 2013.

19. "Compensatory Communication: Consumer Knowledge Discrepancies and Knowledge Signaling in Word-of-Mouth," (with D. B. Wooten), Association for Consumer Research N. American Conference, Chicago, Oct. 2013.
20. "Secrets and Lies: How Consumers Manage the Flow of Ego-Threatening Information," (with C. Kang and D. B. Wooten), Association for Consumer Research N. American Conference, Chicago, Oct. 2013.
21. "Secrets and Lies: How Consumers Manage the Flow of Ego-Threatening Information," (with C. Kang and D. B. Wooten), Society for Consumer Psychology Summer Conference, Honolulu, Aug. 2013.
22. "Network Power," (with A. Aribarg, N. Z. Foutz, J. Eliashberg), Marketing Science Annual Conference, Boston, June 2012
23. "Secrets and Lies: Gender Differences in Concealing Consumption Information," (with C. Kang and D. B. Wooten), Society for Consumer Psychology Annual Conference, Las Vegas, Feb. 2012
24. "Sharing (Less-Than-Ideal) Knowledge: Consumer Knowledge Discrepancy and Word-of-Mouth," (with D. B. Wooten), Society for Consumer Psychology Annual Conference, Atlanta, Feb. 2011
25. "A Brand in Hand: Symbolic Props in Self-Presentation," (with A. Gershoff), Association for Consumer Research N. American Conference, Pittsburgh, Oct. 2009.
26. "Firm-sponsored Brand Communities," (with P. Manchanda and A. Pattabhiramaiah), Marketing Science Annual Conference, Ann Arbor, June 2009
27. "A Brand in Hand: Symbolic Props in Self-Presentation," (with A. Gershoff), Consumer Culture Theory Conference, Ann Arbor, June 2009

### **Invited Talks and Symposia**

1. Sloan Management Review Webinar, MIT, Oct. 2020
2. Gordon S. Lang School of Business and Economics, University of Guelph, Nov. 2019
3. Georgetown University, Triennial Invitational Choice Symposium, May 2019
4. The Wharton School, University of Pennsylvania, Behavioral Insights from Text, Jan. 2019
5. HEC Montreal, Nov. 2018
6. Schulich School of Business, York University, Mar. 2018
7. Fuqua School of Business, Duke University, Feb. 2018
8. The Wharton School, University of Pennsylvania, Behavioral Insights from Text, Jan. 2018
9. Rotman School of Business, University of Toronto, Oct. 2017
10. Haas School of Business, University of California, Berkeley, Nov. 2016
11. University of Alberta, Triennial Invitational Choice Symposium, May 2016
12. Schulich School of Business, York University, Mar. 2015
13. Ivey School of Business, Western University, Consumer Behavior Symposium, Jan. 2015

14. College of Business and Economics, University of Guelph, Oct. 2013
15. Ivey School of Business, Western University, Empirical and Theoretical Symposium, May 2013
16. Wilfrid Laurier University, SOBDR Symposium, May 2013
17. University of Michigan, Decision Consortium, Ann Arbor, Jan. 2011
18. Ivey School of Business, Western University, Consumer Behavior Symposium, Jan. 2011

### **Competitive Research Grants**

Marketing Science Institute (MSI) Grant, 2019

- \$4,100 over one year; co-investigator

SSHRC Insight Development Grant, Government of Canada, 2017

- \$61,100 over two years; principal investigator; proposal ranked #2 of 55 nationally

Lazaridis Institute Research Seed Grant, Wilfrid Laurier University, 2017

- \$6,900 over one year; principal investigator

### **Awards, Honors, and Scholarships**

Distinguished Alumni Award, Ross School of Business, University of Michigan, 2020

Best Faculty Research Poster, Schulich School, York University, 2019

Young Scholar Award, Marketing Science Institute (MSI), 2019

Junior Research Excellence Award, Lazaridis School, Wilfrid Laurier University, 2016

Merit Award for Excellence in Research, Wilfrid Laurier University, 2014, 2016

Dean's Commendation for Teaching Excellence, Wilfrid Laurier University, 2013

Best Competitive Paper Award, Society for Consumer Psychology Conference, 2011

Best Discussant Award, Haring Symposium, 2011

Haring Symposium Fellow, 2011

Kendrick Award, 2011 (academic and research achievement)

Excellence in Teaching Award, Rotman School of Management, 2009-2012

Rackham Early Candidacy Grant, 2009

Phelps Grant, 2007-2009

Leo Burnett Scholars Grant, 2009 (research excellence)

University of Michigan Doctoral Fellowship, 2007-2009

Best Speaker, AMA Annual Marketing Research Conference, 2006

Top 30 Marketers Under 30, *Marketing* magazine, 2002

McGill International Graduate Fellowship, 1996-1998

Beta Gamma Sigma, 1995 (academic excellence)

Reese Henry Fellowship (#1 business student), 1991-1995

### **Teaching Experience**

*Consumer Behavior* (MKTG 4150), Schulich School, undergraduate, September 2019 – present

- Instructor Rating (7 item mean over 2 sections): M = 6.4 of 7

*Fundamentals of Behavioral Research* (BU 800), Lazaridis School, PhD/MSc seminar, September 2016 – December 2018

- Instructor Rating (7 item mean over 3 sections): M = 6.6 of 7

*Consumer Behavior* (BU 842), Lazaridis School, PhD seminar, social influence and word of mouth sessions, January 2018 – December 2018

*Marketing Philosophy & Theory* (BU 812), Wilfrid Laurier University (Lazaridis), PhD seminar, psychology theory sessions, January 2015 – April 2018

*Marketing Strategy* (BU 452), Lazaridis School, undergraduate, January 2013 – April 2018

- Instructor Rating (7 item mean over 4 sections): M = 6.7 of 7
- Course Coordinator, 2013-2018

*Building and Managing Products, Services and Brands* (BU 362), Wilfrid Laurier University (Lazaridis), undergraduate, January 2013 – April 2017

- Instructor Rating (7 item mean over 8 sections): M = 6.6 of 7
- Course Coordinator, 2017-2018

*Introduction to Marketing Management* (BU 352), Wilfrid Laurier University (Lazaridis), undergraduate, September 2012– December 2018

- Instructor Ratings (7 item mean over 6 sections): M = 6.6 of 7

*Principles of Marketing* (RSM 250), University of Toronto (Rotman), undergraduate, Sept 2009 to April 2012

- Instructor Ratings (7 item mean over 5 sections): M range = 6.1 – 6.6 of 7
- Excellence in Teaching Awards: 2009 – 2012

*Retail and Small Business Marketing*, McGill University / Quebec Public Interest Research Group, Six-week course, January – March 1997

*Profiles in American Enterprise* (BADM 2850), University of Colorado (Leeds), lecture (~300 students) and recitation (18 students), January 1993 – April 1994

- Instructor Rating: 3.9 of 4

## **Academic Service: Reviewing**

Editorial Review Board: *Journal of Consumer Psychology* (2020-present)

Journal Articles, Ad-hoc: *Journal of Marketing Research* (2012-present)  
*Journal of Consumer Research* (2015-present)  
*Journal of Marketing* (2018-present)  
*Management Science* (2019-present)  
*Journal of Consumer Psychology* (2013-2019)  
*Journal of Experimental Psychology: General* (2018)  
*International Journal of Research in Marketing* (2019)

Program Committees:	<i>Association for Consumer Research Conference (2018)</i> <i>Society for Consumer Psychology Conference (2019)</i>
Conferences, Ad-hoc:	<i>Association for Consumer Research (2008-2011, 2013-present)</i> <i>Society for Consumer Psychology (2009-present)</i>
Awards, Ad-hoc:	<i>Marketing Science Institute (MSI) Alden G. Clayton Doctoral Dissertation Proposal Award (2019-2020)</i> <i>Society for Consumer Psychology Doctoral Dissertation Competition (2013-2017)</i> <i>Society for Consumer Psychology Diversity Travel Scholarship (2016)</i>

### **Academic Service: Graduate Student Advising**

External dissertation examiner, A. Kaju, Ph.D. Mgmt., Rotman School, U. of Toronto, Nov. 2019  
 External dissertation examiner, P. Nguyen, Ph.D. Mgmt., Ivey School, Western U., Aug. 2019  
 Dissertation committee member, N. Agar, Ph.D. Mgmt., Schulich School, York U., 2019  
 Dissertation co-supervisor, C. Iglesias, Ph.D. Mgmt., Lazaridis School, WLU, 2017-present  
 Internal-external thesis examiner, C. Lunt, M.A. Psychology, WLU, Jul. 2016  
 External dissertation examiner, M. Philp, Ph.D. Mgmt., Smith School, Queens U., Jun. 2016  
 Internal-external thesis examiner, K. Schuett, M.A. Psychology, WLU, Sep. 2015

### **Academic Service: Other**

Co-Chair, Doctoral Symposium, Association for Consumer Research Conference, 2021  
 Program and Site Committees, S. Ontario Behavioral Decision Research Conference, 2020  
 Program Committee, Society for Consumer Psychology Conference, 2019-present  
 BBA/iBBA Program Committee, York (Schulich), 2019  
 Faculty Advisor, York Marketing Association (student club), York (Schulich), 2019  
 Program Committee, Association for Consumer Research Conference, 2018  
 Co-coordinator, Marketing Area PhD Program, WLU (Lazaridis), 2018  
 Selection Committee, Social Sciences and Humanities OGS, WLU, 2017-2018  
 Coordinator, Marketing Research Symposium, WLU (Lazaridis), 2015-2018  
 Co-coordinator, Human Subjects Research Panel, WLU (Lazaridis), 2013-2018  
 Ontario University Fair, L WLU (Lazaridis), 2013-present  
 Judge, ICE Case Competition, WLU (Lazaridis), 2013-2018  
 Petitions Committee, WLU (Lazaridis), 2013-2016  
 Marketing Curriculum Planning Committee, WLU (Lazaridis), 2015-2016  
 Marketing Area Journal Ranking Development, WLU (Lazaridis), 2015  
 Marketing Area Research Committee, WLU (Lazaridis), 2014-2015  
 Dean's Brand Task Force, WLU (Lazaridis), 2013  
 Judge, Hawk's Den Case Competition, Laurier Marketing Association, WLU (Lazaridis), 2013  
 Nominations Committee, WLU (Lazaridis), 2013



## Industry / Community Service

Treasurer and Board of Directors, Frankland Community Day Care, 2015-2017  
Advisory board, Changents.com (cause-related social network), 2006-2012  
Consultant, Canadian Executive Services Organization, 1997-1998

## Industry Experience

Indigo Books & Music Inc. (retail brands: Chapters, Indigo, Coles, chapters.indigo.ca)

- Vice President, Loyalty Marketing & Customer Insight, 2005-2007
- Director, Loyalty Marketing, 2002-2005

Excite Canada (search engine/portal brands: www.excite.ca, Excite@Home)

- Director of Marketing, 2001-2002
- Senior Manager, CRM & Online Marketing, 2000-2001

BBDO Toronto (ad agency; clients: Excite, Gillette, Kanetix, Lavalife, Scotiabank)

- Account Supervisor (promoted from Manager), 1998-2000

DMB&B New York (ad agency; clients: Burger King, Citizen Watch, Kraft Foods)

- Media Planner (promoted from Assistant), 1995-1996

## Professional Affiliations

Association for Consumer Research  
Association for Psychological Science  
American Marketing Association  
Society for Consumer Psychology

## Popular Press

Interviewed on topics including consumer behavior, customer relationship management, marketing, retailing, mobile and online marketing for media including CBC (TV, radio, and online), CTV (TV and online), *Canadian Press*, Global News, *Huffington Post*, *Marketing*, *Maclean's*, *Strategy*, and *Toronto Star*. Media accounts of research Grant is involved in have appeared at *The Globe and Mail*, *Harvard Business Review*, *Nature*, *National Geographic*, *Science*, *Scientific American*, *strategy+business*, and *The Wall Street Journal*, among others.