

## **M. SAEID KERMANI**

Schulich School of Business, York University  
111 Ian MacDonald Blvd, Toronto, ON M3J 1P3, Canada  
saeidk@yorku.ca

### **EDUCATION**

**PhD Student/Candidate, Business Administration, Field: Marketing** **2017-Present**  
**Schulich School of Business**  
**York University**, Toronto, Canada  
Advisor: Dr. Peter Darke

**MSc, Management, Field: Marketing** **2017**  
**Telfer School of Management**  
**University of Ottawa**, Ottawa, Canada  
Advisor: Dr. Leila Hamzaoui  
Thesis Title: Exploring Conspicuous Consumption in Iran: The Role of Individual Factors and Consumer Knowledge

**B.Sc, Honours in Psychology & Business (Major/Minor), Summa Cum Laude** **2014**  
**York University**, Toronto, Canada  
Advisor: Dr. Richard Lalonde & Dr. Andy Ng  
Thesis Title: Cultural Differences in Psychological Reactance: Responding to Censorship

### **PUBLICATIONS AND PRESENTATIONS**

#### **Articles Published in Refereed Journals**

Ng, A. H., Kermani, M. S., & Lalonde, R. N. (2019). Cultural differences in psychological reactance: Responding to social media censorship. *Current Psychology*, 1-10.

#### **Select Manuscripts in Progress**

Kermani, M.S., & Darke, P.R., "What makes an advertisement offensive? The interplay between descriptive and prescriptive norms", preparing for submission.

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

Kermani, M.S., & Darke, P.R. (2019), "The role of descriptive norms on offensive advertising", Marketing Research Symposium, Lazardis School of Business and Economics, Waterloo, Canada.

Kermani, M.S., & Hamzaoui-Essousi, L. (2018), "The effect of consumer knowledge on bandwagon luxury consumption", Monaco Symposium on Luxury, Monaco City, Monaco.

Ng, A. H., Kermani, M. S., & Lalonde, R. N. (2015), " Cultural differences in psychological reactance: Responding to censorship", The Asian Conference on Psychology and the Behavioral Sciences Official Conference Proceedings (pp. 751-763).

**ACADEMIC / PROFESSIONAL EXPERIENCE****Teaching Experience**

**Marketing Management**  
**Schulich School of Business**  
**York University, Toronto, Canada**

**Winter 2020****Research Lab Experience**

**NOESIS Lab Manager**  
**Schulich School of Business**  
**York University, Toronto, Canada**

**January 2020- Present****Research and Teaching Assistance**

**Schulich School of Business, Toronto, Canada**  
**Research assistant of Dr. Peter Darke**

**September, 2017- Present**

**University of Ottawa, Ottawa, Ontario**  
**Research Assistant of Dr. Leila Hamzaoui**

**September, 2015- August, 2017**

**University of Ottawa, Ottawa, Ontario**  
**Teaching Assistant**

**September, 2015- April, 2017****AWARDS/DISTINCTION**

Admission Scholarship (\$15,000)  
 Member of Dean's Honour Roll (York University)  
 Entrance Scholarship (York University)

**2015-2017****2011 – 2014****2010**