

THEODORE J. NOSEWORTHY

PROFESSOR OF MARKETING

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EDUCATION

Ph.D.	Marketing Ivey School of Business, Western University Advisor: Dr. June Cotte	2012
M.Sc.	Marketing & Consumer Studies Lang School of Business & Economics, University of Guelph Advisor: Dr. Towhidul Islam	2008
M.B.A.	Lang School of Business & Economics, University of Guelph	2006
B.Comm.	Hospitality & Tourism Management Rogers School of Management, Ryerson University	2005

ACADEMIC APPOINTMENTS

Full Professor		2021—present
Marketing, Schulich School of Business, York University		
	<ul style="list-style-type: none">• <i>Associate Dean, External Relations</i> (2021—present)• <i>Canada Research Chair (II): Entrepreneurial Innovation and the Public Good</i> (2019—present)<ul style="list-style-type: none">◦ Honorary Adjunct Professor, Lang School of Business & Economics, Department of Marketing & Consumer Studies, University of Guelph (2019—present)	
Associate Professor (Tenured)		2014—2021
Marketing, Schulich School of Business, York University		
	<ul style="list-style-type: none">• <i>Interim Associate Dean, Research</i> (2021)• <i>Canada Research Chair (II): Entrepreneurial Innovation and the Public Good</i> (2014—2019)• <i>Department Chair/Area Coordinator</i> (2018—2021)• <i>Marketing PhD Coordinator</i> (2015—2018)• <i>Scientific Director: NOESIS Product Innovation Lab</i> (2014—2020)<ul style="list-style-type: none">◦ Honorary Adjunct Professor, Lang School of Business & Economics, Department of Marketing & Consumer Studies, University of Guelph (2014—2019)	
Associate Professor (Tenured)		2012—2014
Marketing & Consumer Studies, Lang School of Business & Economics, University of Guelph		
	<ul style="list-style-type: none">• <i>University Research Chair (I)</i> (2013—2014)• <i>Marketing & Consumer Studies Graduate Coordinator</i> (2013—2014)• <i>Scientific Director: NOESIS Product Innovation Lab</i> (2013—2014)<ul style="list-style-type: none">◦ Adjunct Professor, Carl H. Lindner College of Business, Department of Marketing, University of Cincinnati (2012—2013)	

RESEARCH INTERESTS

*M*y research focuses on how consumers make sense of innovative products and how marketers can better facilitate the adoption of innovation. In particular, a common theme I explore is how consumers make inferential and often biased judgments when evaluating new products. I primarily explore these judgments from a cognitive perspective, with a heavy emphasis on theories of categorization and visual processing. This encompasses everything from how consumers make sense of incremental adjustments to a product's form, packaging, or functionality to more nuanced changes in how consumers deal with the introduction of radical innovations and the emergence of entirely new product concepts. My research has implications for marketers and public policymakers as it relates to a variety of domains including, but not limited to, food innovation, currency innovation, and the proliferation of technology.

EXTERNAL RESEARCH GRANTS

Social Sciences and Humanities Research Council (SSHRC) Insight Grant: *“Using Computer Vision Algorithms to Optimize the Communication of New Products to Grow the Economy”*

- \$95,302 over three years (co-applicant; 2018–2021)

Social Sciences and Humanities Research Council (SSHRC) Insight Grant: *“How Extreme Product Incongruity Leads Consumers to Affirm Other Consumption-Relevant Knowledge Structures”*

- \$101,058 over three years (principal, sole applicant; 2017–2020)

Marketing Science Institute (MSI) Start-Up Grant: *“Compensating for Innovation: How Extreme Product Incongruity Encourages Consumers to Affirm Meaning in Paradoxical Ways”*

- \$3,000 (principal, co-applicant; 2017)

Ontario Early Researcher Award (ERA): *“Exploring How Food Ambiguity Can Lead to Overconsumption”*

- \$190,000 (principal, sole applicant; 2017)

Canadian Foundation for Innovation (CFI) Institutional Operating Fund (IOF): *“The Innovation, Design, and Consumption Laboratory”*

- \$36,450 (principal, sole applicant; 2016)

Canadian Foundation for Innovation (CFI) Infrastructure Grant: *“The Innovation, Design, and Consumption Laboratory”*

- \$395,736 (principal, sole applicant; 2014)

Social Sciences and Humanities Research Council (SSHRC) Insight Grant: *“How ‘Functional Foods’ Lead to Over-Consumption”*

- \$92,600 over three years (principal, sole applicant; 2013–2016)

SSHRC Institutional Grant (SIG) – Travel Grants (2012, 2013)

PUBLICATIONS (Google Scholar *h*-index = 16; Web-of-Science *h*-index = 12)

Refereed Journal Publications:

(* = equal authorship; † = graduate student; ‡ = Financial Times top 50 Business Journal; ◻ = open access)

24. Pancer, Ethan, Matthew Philp, Maxwell Poole,[†] and Theodore J. Noseworthy (2021), “Content Hungry: How the Nutrition of Food Media Influences Social Media Engagement,” *Journal of Consumer Psychology*,[‡] (<https://doi.org/10.1002/jcpy.1246>). ◻
 - Public Video: <https://www.youtube.com/watch?v=JZ2lx-0fRzg>
 - The National Post, LifeHacker, Yahoo! News, Stuff, Neuroscience News, 570 News, AM980 News, The Conversation carries story “#FoodPorn: People are more attracted to social media content showcasing fatty foods,” May 11, 2021.
23. Taylor, Nükhet and Theodore J. Noseworthy (2021), “Your Fries are Less Fattening than Mine: How Food Sharing Biases Fattening Judgments Without Biasing Caloric Estimates,” *Journal of Consumer Psychology*,[‡] (<https://doi.org/10.1002/jcpy.1214>). ◻
 - onenewpage.com, digitaljournal.com, marketscreener.com, einpresswire.com, benzinga.com, finance.yahoo.com, and globenewswire.com carry story, “New research highlights possible downside to latest trend of marketing shared food,” Dec. 18, 2020.
 - toronto.com carries opinion piece by Nükhet Taylor, “Sharing food may not reduce calories,” Jan 03, 2021.
 - strategyonline.ca carries story, “Calling products “sharing size” may not have the intended effect,” Jan 06, 2021.
 - CBC radio carries interview with Nükhet Taylor, “Your Fries are Less Fattening than Mine,” Jan 13, 2021.
 - excel.on.ca carries story, “Research suggests that food sharing may come with drawbacks in disguise,” Jan 21, 2021.
22. Hingston, Sean T. and Theodore J. Noseworthy (2020), “On the Epidemic of Food Waste: Idealized Prototypes and the Aversion to Misshapen Fruits and Vegetables,” *Food Quality and Preference*, 86 (December), 1 – 10. ◻
21. Taylor, Nükhet[†] and Theodore J. Noseworthy (2020), “Compensating for Innovation: Extreme Product Incongruity Encourages Consumers to Affirm Unrelated Consumption Schemas,” *Journal of Consumer Psychology*,[‡] 30 (January), 77 – 95. ◻
20. Pancer, Ethan, Vincent Chandler, Maxwell Poole[†], and Theodore J. Noseworthy (2019), “How Readability Shapes Social Media Engagement,” *Journal of Consumer Psychology*,[‡] 29 (April), 262 – 270. ◻
 - Public Video: <https://www.youtube.com/watch?v=pETwcgyV3FQ>
 - One of the most downloaded articles from Wiley publishing for work published between January 2018 and December 2019.
19. Taylor, Nükhet[†], Theodore J. Noseworthy, and Ethan Pancer (2019), “Supersize My Chances: Promotional Lotteries Impact Product Size Choices,” *Journal of Consumer Psychology*,[‡] 29 (January), 79 – 88. ◻
 - Public Video: <https://www.youtube.com/watch?v=lSXDZDLoGqk>
 - CBC news and CBC radio carry interview, “Supersize doesn’t equal super prize despite what some think, says research,” July 09, ‘18.
18. Hingston, Sean T.[†] and Theodore J. Noseworthy (2018), “Why Consumers Don’t See the Benefits of Genetically Modified Foods, and What Marketers Can Do About it,” *Journal of Marketing*,[‡] 82 (September), 125 – 140.
17. Noseworthy, Theodore J., Kyle B. Murray, and Fabrizio Di Muro (2018), “When Two Wrongs Make a Right: Using Conjunctive Enablers to Enhance Evaluations for Extremely Incongruent New Products,” *Journal of Consumer Research*,[‡] 44 (April), 1379 – 1396. ◻

- The National Post and The Conversation carry story, “*Enabling innovation: Lessons from Crystal Pepsi*,” Oct. 21, ‘17.
 - brandingstrategyinsider.com and nocommentdiary.com carry story, “*The role of brand recognition in innovation*,” Nov. 13, ‘17.
 - Monash University Impact carries story, “*Why consumers say ‘no’ to clear cola, but say ‘yes’ to green coffee*,” Nov. 15, ‘17.
 - Sirius XM Radio, Channel 111 “Wharton Business Radio” Interview, April 25, ‘18.
 - <https://www.linkedin.com/pulse/how-use-cognitive-psychology-increase-product-adoption-reed-ii/>
16. Hingston, Sean T.†, Justin F. McManus†, and Theodore J. Noseworthy (2017), “How Inferred Contagion Biases Dispositional Judgments of Others,” *Journal of Consumer Psychology*,‡ 27 (April), 195 – 206.¶
- Improbable.com carries story, “*Noseworthy on contagion effects of celebrity memorabilia*,” July 02, ‘18.
15. * Sundar, Aparna and Theodore J. Noseworthy (2016), “Too Exciting to Fail, Too Sincere to Succeed: The Effects of Brand Personality on Sensory Disconfirmation,” *Journal of Consumer Research*,‡ 43 (June), 44 – 67.¶
- Fast Company Magazine carries interview, “*When innovative design works against you*,” March 21, ‘16.
 - sciencedaily.com carries story, “*If your favorite brand is sincere, is innovation what you expect?*” April 25, ‘16.
 - Globe and Mail carries interview, “*Change isn’t always a good thing*,” June 29, ‘16.
 - vebrashco.com carries story, “*Logos of powerful brands should be placed higher*,” Oct. 16, ‘17.
14. Bagga, Charan K.†, Theodore J. Noseworthy, and Niraj Dawar (2016), “Asymmetric Consequences of Radical Innovations on Category Representations of Competing Brands,” *Journal of Consumer Psychology*,‡ 26 (January), 29 – 39.
13. Pancer, Ethan, Lindsay McShane, and Theodore J. Noseworthy (2015), “Isolated Environmental Cues and Product Efficacy Penalties: The Color Green and Eco-labels,” *Journal of Business Ethics*,‡ (July), 1 – 19.
12. Galoni, Chelsea† and Theodore J. Noseworthy (2015), “Does Dirty Money Influence Product Valuations?,” *Journal of Consumer Psychology*,‡ 25 (April), 304 – 310.
- Globe and Mail carries story, “*Worn, crumpled bills cause consumers to spend more*,” Dec. 18, ‘14.
11. Noseworthy, Theodore J., Fabrizio Di Muro, and Kyle B. Murray (2014), “The Role of Arousal in Congruity-Based Product Evaluation,” *Journal of Consumer Research*,‡ 41 (December), 1108 – 1126.
- sciencedaily.com, eurekaalert.org, sciencenewline.com, news.nom.co, anxiety-stress-depression.com, brainmysteries.com, and newlinegroup.org carry story, “*Marketing an innovative new product? An exciting product launch could hurt sales*,” Oct. 14, ‘14.
 - businessnewsdaily.com, foxbusiness.com, and dailynewsen.com carry, “*Why flashy product launches often backfire*,” Oct. 15, ‘14.
 - bladenbox.com carries story, “*Brands should ‘not always’ use flashy launches*,” Nov. 3, ‘14.
10. Sundar, Aparna† and Theodore J. Noseworthy (2014), “Place the Logo High or Low? Using Conceptual Metaphors of Power in Packaging Design,” *Journal of Marketing*,‡ 78 (September), 138 – 151.
- cnbc.com, news.money.ca, news.yahoo.com, mygtn.tv, research.tdwaterhouse.ca, prnewswire.com, pinnacle.allenpress.com, kpho.com, streetinsider.com (plus 148 other online news outlets) carry story, “*Power of logo placement*,” Sept. 11, ‘14.
 - packagedesignmag.com features story, “*Study examines the power of logo placement*,” Sept. 18, ‘14.
9. Wood, Michael O.†, Theodore J. Noseworthy, and Scott R. Colwell (2013), “If You Can’t See the Forest for the Trees, You Might Just Cut Down the Forest: The Perils of Forced Choice on “Seemingly” Unethical Decision-Making,” *Journal of Business Ethics*,‡ 118 (December), 515 – 527.
- businessnewsdaily.com carries story, “*Leaders make best decisions when they don’t have to*,” Jan. 24, ‘13.
 - sciencedaily.com, psyppost.org, eurekaalert.org, amnnews.com, indianexpress.com, and dnaindia.com carry story, “*Forcing choice may hamper decision-making*,” Jan 24, ‘13.
 - psycentral.com carries story, “*Forced choice can lead to unethical decision-making*,” Jan. 24, ‘13.

- completewellbeing.com carries story, “*Not forcing managers to pick from alternatives makes them choose better,*” Jan. 24, ‘13.
- hngn.com carries story, “*Managers work better when not forced to make a choice,*” Jan. 28, ‘13.
- bps.org.uk carries story, “*Forced choice makes for poor decisions,*” Feb. 12, ‘13.
- medindia.net carries story, “*Choosing between competing alternatives may negatively impact decision-making,*” Jan. 19, ‘13.

8. * Di Muro, Fabrizio and Theodore J. Noseworthy (2013), “Money Isn’t Everything, but It Helps If It Doesn’t Look Used: How the Physical Appearance of Money Influences Spending,”

Journal of Consumer Research,[‡] 39 (April), 1330 – 1342.¶

- Time (Business & Money) carries story, “*Why dirty-looking money makes us spend more,*” Nov. 7, ‘12.
- Bloomberg Business Week carries story, “*Why we like crisp, new dollar bills,*” Nov. 13, ‘12.
- Wall Street Journal carries story, “*To limit spending, carry only crisp new bills,*” Nov. 13, ‘12.
- The Atlantic Wire carries story, “*People save crisp bills, spend grubby ones,*” Nov. 13, ‘12.
- Forbes carries story, “*Dirty money spends faster,*” Nov. 13, ‘12.
- Global News broadcasts television interview, “*Dirty money and spending,*” Nov. 14, ‘12.
- Cosmopolitan carries story, “*The easiest way to save money—ever,*” Nov. 14, ‘12.
- Toronto Sun carries interview, “*Canadians self-conscious about their cash,*” Nov. 15, ‘12.
- The Smithsonian carries story, “*To save money, ask for pretty, new dollar bills,*” Nov. 15, ‘12.
- The Telegraph UK carries story, “*Filthy banknotes get spent more quickly than crisp banknotes,*” Nov. 15, ‘12.
- Yahoo Finance carries interview, “*‘Dirty money’ affects spending behavior, new study finds,*” Nov. 15, ‘12.
- NBC News carries story, “*We spend grubby bills and keep the crisp ones,*” Nov. 15, ‘12.
- QR77 Calgary Today broadcasts live radio interview, Nov. 15, ‘12.
- Financial Times carries story, “*Something for the weekend,*” Nov. 16, ‘12.
- Winnipeg Free Press carries interview, “*Dirty money fuels economy,*” Nov. 16, ‘12.
- KGO Radio San Francisco broadcasts live radio interview, Nov 17, ‘12.
- The Guelph Mercury and Kitchener Record carry interview, “*Note to self: You’ll spend less with clean bills,*” Nov. 29, ‘12.
- The Daily Beast carries story, “*The Dirty Money Stimulus (Literally),*” Dec. 1, ‘12.
- Chicago Tribune features article in the story, “*School of Smarter Spending,*” Dec. 7, ‘12.
- CBC news carries interview, “*Old notes are the first to be spent,*” Dec. 26, ‘12.
- New York Times Syndicate covers story as part of “*Tips and Talking,*” Dec. 28, ‘12.
- The Voice of Russia carries interview, “*Could dirty money help revive the economy?*” Jan 22, ‘13.
- The Toronto Star carries story, “*New money: People spend less if they’re using crisp bills,*” April 2, ‘13.
- WWMT-TV broadcasts, “*Americans love to spend dirty money,*” April 2, ‘13.
- The Huffington Post carries story, “*7 ways to trick yourself into spending less,*” Nov 4, ‘13
- Fortune Magazine carries story, “*Trick yourself into spending less,*” April 23, ‘15
- The Verve carries interview, “*Covid-19 may change one common American behavior forever: Using cash,*” May. 09, ‘20.
- Canadian Council for the Advancement of Education (CCAE) silver medal in 2012 for best English news release.

7. Noseworthy, Theodore J., Juan Wang[†], and Towhidul Islam (2012), “How Context Shapes Category Inferences and Attribute Preference for New Ambiguous Products,” *Journal of Consumer Psychology*,[‡] 22 (October), 529 – 554.

6. Noseworthy, Theodore J. and Remi Trudel (2011), “Looks Interesting But What Does It Do? Evaluation of Incongruent Product Form Depends on Positioning,” *Journal of Marketing Research*,[‡] 48 (December), 1008 – 1019.

- Marketing Tribune (issue 11) carries story, “*Duizend liedjes in je broekzak*” (*One thousand songs in your pocket*), June 7, ‘11.
- ascribe.org carries story, “*If the shoe fits, wear it – even if it doesn’t look like a shoe,*” Dec. 12, ‘11.

5. Noseworthy, Theodore J., June Cotte, and Seung H. Lee (2011), “The Effects of Ad Context and Gender on the Identification of Visually Incongruent Products,” *Journal of Consumer Research*,[‡] 38 (August), 358 – 375.

- sciencemagnews.com, nydailynews.com, sciencenewline.com, sciencedaily.com, esciencenews.com, sciencecodex.com, ecnmag.com, eurekaalert.org, newsguide.us, redorbit.com, psypost.org, cowboyeconomics.com, highbeam.com, and physorg.com carry story, “*Don’t understand what the product is? Ask a woman,*” Jan. 18, ‘11.
- topnews.in, newstrackindia.com, dailyindia.com, indiatalgies.com, southasiannewspapers.com, thaindian.com, newkarala.com, dnaindia.com, and connect.in.com carry, “*Women better than men at figuring out unusual products,*” Jan. 19, ‘11.
- The Globe and Mail carries story, “*What was that ad for?*” Jan. 21, ‘11.
- The National Post carries interview, “*Context is queen,*” March 11, ‘11.

- The Montreal Gazette, Calgary Herald, Ottawa Citizen, Vancouver Sun carry Financial Post interview “*Context is everything*,” March 11, ‘11.
4. Noseworthy, Theodore J. and Miranda R. Goode (2011), “Contrasting Rule-Based and Similarity-Based Category Learning: The Effects of Mood and Prior Knowledge on Ambiguous Categorization,” *Journal of Consumer Psychology*,[‡] 21 (July), 362 – 371.
 - ascribe.org and highbeam.com carry, “*Looks like a duck, but doesn’t quack: Products that break rules confuse customers*,” April 11, ‘11.
 - The Globe and Mail carries video interview for their Leading Thinker Series, “*With innovation, looks can define function*,” available April 21, ‘11., and also carries, “*Why people insist a stapler look like a stapler*,” available April 21, 2011.
 3. Lee, Seung H., June Cotte, and Theodore J. Noseworthy (2010), “The Role of Network Centrality in the Flow of Consumer Influence,” *Journal of Consumer Psychology*,[‡] 20 (January), 66 – 77.
 - ascribe.org carries story “*Popularity and influence don’t necessarily go hand-in-hand*,” Feb. 9, ‘10.
 - physorg.com and tmcnet.com carry story, “*Study on social networks shows popular people are influenced by others*,” Feb. 11, ‘10.
 2. Noseworthy, Theodore J., Karen Finlay, and Towhidul Islam (2010), “From a Commodity to an Experience: The Moderating Role of Thematic Positioning on Congruity-Based Product Judgment,” *Psychology & Marketing*, 27 (May), 465 – 486.
 - MSc Thesis – Accepted for publication October ‘08.
 1. Noseworthy, Theodore J. and Karen Finlay (2009), “A Comparison of Ambient Casino Sound and Music: Effects on Dissociation and on Perceptions of Elapsed Time While Playing Slot Machines,” *Journal of Gambling Studies*, 25 (September), 331 – 342.

Invited Papers & Practitioner-Oriented Pieces

Sundar, Aparna and Theodore J. Noseworthy (2016), “When Sensory Marketing Works and When it Backfires,” *Harvard Business Review, Digital Article*, May 19. Available online at: <https://hbr.org/2016/05/when-sensory-marketing-works-and-when-it-backfires>

Manuscripts Under Review/Revision: (Please contact for actual titles)

- “Predicting Seed-Funding with AI” with Simon Blanchard, Ethan Pancer, and Maxwell Poole.[†]
- “Consumer Confidence with Product Failures” with Matthew Philp.
- “The Tangibility Heuristic” with Remi Trudel and Ozgun Atasoy.
- “The Effects of Outrage on Brand Attachment” with Peter Darke and Saeid Kirmani.[†]

Select Manuscripts in Progress: (Top 5 most developed beyond conceptualization stage)

- “How Competition Shapes Dating Preference” with Donya Shabgard[†] and Grant Packard.
- “Animacy and Threat” with Nükhet Taylor.
- “Implicit Goals in Consumption Fashion” with Nükhet Taylor.
- “Nostalgia Cues and Threat” with Fabrizio Di Muro and Kyle B. Murray.
- “Blame and Product Failure” with Bianca Kato,[†] Juan Wang, and Jin Wang.

PROCEEDINGS & PRESENTATIONS

Refereed Conference Proceedings: (Full papers)

3. Sundar, Aparna[†], Frank R. Kardes, Theodore J. Noseworthy, and Joshua J. Clarkson (2014), “Role of Critical Thinking in Negative Labels,” in *NA – Advances in Consumer Research*, 42, ed. June Cotte and Stacy Wood, Duluth, MN: Association for Consumer Research, 377 – 380.
2. Sundar, Aparna[†], Theodore J. Noseworthy, and Karen Machleit (2013), “Beauty in a Bottle: Product Aesthetics Cues Efficacy Beliefs of Product Performance,” in *NA – Advances in Consumer Research*, 41, ed. Simona Botti and Aparna Labroo, Duluth, MN: Association for Consumer Research, 400 – 404.
1. Noseworthy, Theodore J., Seung H. Lee, and June Cotte (2010), “Context as a Source of Clarity: The Effects of Ad Context and Gender on Consumers’ Processing of Product Incongruity,” in *NA – Advances in Consumer Research*, 37, ed. Campbell, Margaret C., Jeff Inman, and Rik Pieters, Duluth, MN: Association for Consumer Research, 400 – 405.

Refereed Conference Presentations: (Published abstracts of full papers)

25. “Food Sharing Reduces Perceived Consequences of Caloric Intake,” *Association for Consumer Research (ACR), North American Conference* (October 2020), Paris, France, with Nükhet Taylor.
24. “When in Doubt, Buy American! How Extreme Innovations Spur Ethnocentric Preference,” *Association for Consumer Research (ACR), North American Conference* (October 2019), Atlanta, GA., with Nükhet Taylor.
23. “Visual Ambiguity in Product Design Predicts Crowdfunding Success,” *Association for Consumer Research (ACR), North American Conference* (October 2019), Atlanta, GA., with Ethan Pancer, Simon Blanchard, and Maxwell Poole.
22. “Visual Ambiguity in Prototype Design Predicts Crowdfunding Success,” *American Marketing Association, Consumer Behavior Special Interest Group Conference* (July 2019), Bern, Switzerland, with Ethan Pancer, Simon Blanchard, and Maxwell Poole.
21. “Visual Ambiguity in Prototype Design Predicts Crowdfunding Success,” *Society for Consumer Psychology (SCP), Boutique Conference on Consumers and Technology* (June 2019), Montreal, QC., with Ethan Pancer, Simon Blanchard, and Maxwell Poole.
20. “Assessing the Effect of Visual Ambiguity on Crowdfunding Success using Automated Image Classification,” *Theory and Practice in Marketing Conference* (May 2019), New York, NY., with Ethan Pancer, Simon Blanchard, and Maxwell Poole.

19. “Uncertain Reward Campaigns Impact Product Size Choice,” *Association for Consumer Research (ACR), North American Conference* (October 2018), Dallas, TX., with Nükhet Taylor and Ethan Pancer.
18. “Can a Computer Vision Algorithm Predict New Product Adoption?” *European Association for Consumer Research (EACR)* (June 2018), Ghent, Belgium, with Ethan Pancer and Maxwell Poole.
17. “Uncertain Reward Campaigns Impact Product Size Choices,” *Society for Consumer Psychology (SCP), Annual Winter Conference* (February 2018), Dallas, TX., with Nükhet Taylor and Ethan Pancer.
16. “Why Consumers Don’t See the Benefits of GMOs, and What Marketers Can Do About it,” *Association for Consumer Research (ACR), North American Conference* (October 2017), San Diego, CA., with Sean T. Hingston.
15. “Judging a Book by its Cover: How Packaging Biases Health-Related Inferences,” *Society for Consumer Psychology (SCP), Annual Winter Conference* (March 2017), San Francisco, CA., with Sean T. Hingston and Aparna Sundar.
14. “Compensatory Contagion: A Psychological Defense Against Threat,” *Association for Consumer Research (ACR), North American Conference* (October 2016), Berlin, Germany, with Justin F. McManus, Sean T. Hingston, and Peter R. Darke.
13. “Fragile Products and Conspicuous Conscientiousness,” *Association for Consumer Research (ACR), North American Conference* (October 2015), New Orleans, LA., with Derek Taylor and Sean T. Hingston.
12. “Using the Past to Construct the Future: How Episodic Future Simulation Influences Preference Over Time,” *2nd International Conference for Consumer Psychology* (June 2015), Vienna, Austria, with Sean T. Hingston.
11. “Olfaction Induced Episodic Memories, Consumer Creativity, and Evaluation of Highly Innovative Products,” *2nd International Conference for Consumer Psychology* (June 2015), Vienna, Austria, with Nahid Ibrahim.
10. “Does Dirty Money Drop Product Valuations?” *Society for Consumer Psychology (SCP), Annual Winter Conference* (March 2014), Miami, FL., with Chelsea Galoni.
9. “The Role of Arousal in Schema-based Evaluation,” *Association for Consumer Research (ACR), North American Conference* (October 2013), Chicago, IL., with Fabrizio Di Muro and Kyle B. Murray.
8. “Disaggregating Preference Stability into Core and Supplementary Attributes,” *35th ISMS Marketing Science Conference* (July 2013), Istanbul, Turkey, with Fangzhou Xu and Towhidul Islam.
7. “Parody of Package Design,” *The Society for Consumer Psychology (SCP), Annual Summer Conference* (July 2013), Honolulu, HI., with Aparna Sundar and Peter Chamberlain.

6. “Psychological Distance and Seemingly Unethical Decision-Making,” *Academy of Management (AOM) Annual Meeting* (August 2012), Boston, MA., with Michael O. Wood and Scott R. Colwell.
5. “The Impact of Ambient Adjustments on the Temporal Monitoring of At-Risk Gamblers,” Special Session on Consumer Gambling: Building Disciplinary Connections for Better Understandings, *Association for Consumer Research (ACR), North American Conference* (October 2011), St. Louis, MO., with Karen Finlay and June Cotte.
4. “Examining the Single Category Belief Problem in Hybrid Product Choice: The Impact of Choice Composition and Category Cue,” *Society for Consumer Psychology (SCP) Annual Winter Conference* (February 2011), Atlanta, GA., with Juan Wang and Towhidul Islam.
3. “Dissociation and Gambling,” Special Session on Understanding Differences Between Recreational and Problem Gambling: Implications to Marketing and Public Policy, *American Marketing Association (AMA), Summer Marketing Educators Conference* (August 2010), Boston, MA., with June Cotte and Karen Finlay.
2. “Market Reaction to Negative Environmental Events: An Event Study of 10 Oil and Gas Companies,” *44th Annual Conference of the Canadian Economic Association (CEA)* (May 2010), Montreal, QC., with Scott R. Colwell and Vitali Alexeev.
1. “When We Confuse Market Economics as Market Ethics: Evidence from an Event Study,” *The International Association for Business and Society (IABS)* (June 2009), Boulder, CO., with Scott R. Colwell.

Refereed Conference Posters: (Working paper sessions)

9. “Food Sharing Impacts Fattening Judgments,” *The Society for Consumer Psychology (SCP), Annual Winter Conference* (February 2020), Huntington Beach, CA., with Nükhet Taylor.
8. “How Inferred Contagion Biases Dispositional Judgments of Others,” *The Society for Personality and Social Psychology (SPSP)* (January 2015) San Diego, CA., with Justin F. McManus and Sean T. Hingston.
7. “Does Size Matter? Only When They Touch: Package Size and Scale of Contamination,” *The Society for Consumer Psychology (SCP), Annual Winter Conference* (February 2015), Phoenix, AZ, and *Association for Consumer Research (ACR), North American Conference*, (October 2015) New Orleans, LA., with Chelsea Galoni and Derek Taylor.
6. “Purchasing Happiness: The Effect of Authenticity on Consumption Behavior,” *Association for Consumer Research (ACR), North American Conference* (October 2014), Baltimore, MD., with Justin F. McManus.
5. “Fragile Products and Their Conscientious Owners,” *Association for Consumer Research (ACR), North American Conference* (October 2014), Baltimore, MD., with Derek Taylor and Sean T. Hingston.

4. “Branded High: Using Conceptual Metaphors of Power to Enhance Product Positioning,” *33rd Annual Advertising and Consumer Psychology Conference: The Psychology of Design* (May 2014), Ann Arbor, MI., with Aparna Sundar.
3. “Pride and Category Ambiguity,” *The Society for Consumer Psychology (SCP), Annual Winter Conference* (February 2014), Miami, FL., with Sean T. Hingston.
2. “When Seeing Leads to Doing: The Powerful Influence of Fit Between Imagery Perspective and Regulatory Focus,” *The Society for Consumer Psychology (SCP) Annual Winter Conference* (February 2012), Las Vegas, NV., with Jodie Whelan.
1. “When Functional Knowledge and Aesthetic Benefits Collide: The Impact of Incongruent Product Information on Hedonic Consumption,” *The Society for Consumer Psychology (SCP) Annual Winter Conference* (February 2010), St. Petersburg, FL., with Remi Trudel.

Invited Talks: (Non-recruitment talk)

“How Subtle Threat Cues Shape Consumption Behaviour,” *Atlantic Marketing Symposium – Keynote Address*, Rowe School of Business, Dalhousie University (2021).

“The New Product Paradox: Attribute Amnesia due to Ad Repetition,” *Research Seminar*, HEC Montreal University (Delayed due to Covid).

“The Paradox of Innovation,” *Research Seminar*, Sobey School of Business, Saint Mary’s University (2019).

“Supersize My Chances: Promotional Lotteries Impact Product Size Choices,” *Southern Ontario Behavioural Decision Research (SOBDR) Conference*, Ted Rogers School of Management, Ryerson University (2018) with Nükhet Taylor.

“Compensating for Innovation,” *10th Annual Ivey Symposium on Consumer Behavior*, Ivey School of Business, University of Western Ontario (2017).

“Innovation as a Form of Meaning Threat,” *Annual Marketing Research Series*, Lang School of Business & Economics, University of Guelph (2017).

“What Marketers Can Learn from the DNA of a False Economy,” *Kellogg-Schulich Executive MBA Speaker Series*, Schulich School of Business, York University (2016).

“From Feature Induction to Feature Conjunction: Exploiting Categorization Biases in Product Design,” *Research Seminar Series*, McDonough School of Business, Georgetown University (2016).

“The Motivational Aspects of Aversive Tension in Product and Package Design,” *Annual Marketing Research Series*, Lang School of Business & Economics, University of Guelph (2016).

“The Effects of Brand Personality on Sensory Disconfirmation,” *Research Seminar Series*, Asper School of Business, University of Manitoba (2016).

“The Impact of Brand Personality on Sensory Disconfirmation,” *Marketing Seminar Series*, School of Business Administration, University of Miami (2015).

“Can We Change Market Behaviour?” *Research Matters, Pop-Up Research Park*, Ontario Council on University Research, Parliament Hill, Ottawa (2015).

“The Role that Brands Play in Sensory Marketing,” *8th Annual Ivey Symposium on Consumer Behavior*, Ivey School of Business, University of Western Ontario (2015).

“Bending Theory until it Breaks: Using Real-World Settings to Challenge Existing Beliefs,” *Doctoral Symposium, Association for Consumer Research (ACR), North American Conference*, Baltimore (2014).

“The Role of Arousal in Schema-based Evaluation?” *Marketing Seminar Series*, Alberta School of Business, University of Alberta (2014).

Is Temporally Inconsistent Preference Really the Result of Goal-dependent Construals?” *Marketing Research Seminar Series*, Schulich School of Business, York University (2013).

“How Temporal Distance Influences Goal Activation,” *Marketing Seminar Series*, Laurier School of Business & Economics, Wilfrid Laurier University (2013).

“Learn from Yesterday, Live for Today, Hope for Tomorrow: How Mental Time Travel Leads to Preference Instability for New Products,” *The Second Breakfast Club*, Carl H. Linder College of Business, University of Cincinnati (2013).

“Money isn’t Everything, but it sure Helps if it’s Pretty: How the Visual Aesthetics of Money Influences Spending,” *Kellogg Marketing Seminar Series*, Kellogg School of Business, Northwestern University (2012).

“Contrasting Rule-Based and Similarity-Based Category Learning: The Effects of Mood and Prior Knowledge on Ambiguous Categorization,” *41st Annual Haring Symposium*, Kelley School of Business, Indiana University (2011).

“Dominant Attributes versus Perceptual Similarity in the Categorization of Hybrid Products,” *Annual Marketing Research Series*, Lang School of Business & Economics, University of Guelph (2011).

“The Effect of Type of Product Positioning on Consumer Evaluations of Incongruent Form,” *4th Annual Ivey Symposium on Consumer Behavior*, Ivey School of Business, University of Western Ontario (2011).

“Context as a Source of Clarity: The Effects of Ad Context and Gender on Consumers’ Processing of Product Incongruity,” *Annual Marketing Research Series*, Lang School of Business & Economics, University of Guelph (2010).

SCHOLARSHIPS, FELLOWSHIPS, RECOGNITIONS, & AWARDS

Tier II Canada Research Chair (2014 [5-year term renewed 2019]—present)

Honorary Adjunct Professor, University of Guelph (2014 [renewed 2019]—present)

Journal of Consumer Research (JCR), Outstanding Reviewer Award (2020)

York University “Research Leader” Designation (2020)

President’s Emerging Research Leadership Award (PERLA), York University (2020)

Honourable Mention, Administrative Sciences Association of Canada (ASAC; 2020)
 Emerging Leader Research Award, Schulich School of Business (2019)
 Honourable Mention, Administrative Sciences Association of Canada (ASAC; 2018)
 Journal of Consumer Research (JCR), Outstanding Reviewer Award (2017)
 Ontario Early Researcher Award (Round 12 ERA; 2017)
 Best Paper Award, Administrative Sciences Association of Canada (ASAC; 2017)
 Marketing Science Institute (MSI) Young Scholar (2016)
 Weber Shandwick Schulich Marketers Award: Research Excellence (2015)
 Best Paper Award, Administrative Sciences Association of Canada (ASAC; 2014)
 Tier I University Research Chair, University of Guelph (2013—2014)
 SSHRC Joseph-Armand Bombardier Canada Graduate Scholarship (CGS) Doctoral (2009—2012)
 Haring Symposium Fellow (2011)
 AMA-Sheth Consortium Fellow (2011)
 Distinguished Scholar Medal, University of Guelph (2009)
 Ontario Graduate Scholarships (2008 & 2009)
 C. B. (Bud) Johnston Ontario Graduate Scholarship, Ivey School of Business (2009)
 Plan of Excellence Doctoral Fellowship, Ivey School of Business (2008)
 Berdie & Irvin Cohen Doctoral Business Scholarship, Ivey School of Business (2008)
 Connor, Clark & Lunn Ontario Graduate Scholarship, Ivey School of Business (2008)
 Dean's Scholarship, Ivey School of Business (2008)
 Governor General's Award Nominations (2008, 2009, & 2012)

RELEVANT PROFESSIONAL BACKGROUND (Last 10 years)

ENABLYTICS	2016—2019
○ Title: Data Analytics Consultant (Co-founder)	
INNOVAORB – <i>Leader in Consumer Choice and Innovation Diffusion</i>	2012—2014
○ Title: Design and Innovation Consultant	

INTERNAL SERVICE

Administration: (in addition to the formal service appointments listed under “Academic Appointments”)

York University, *Strategic Project and Opportunity Review Team* (2019—2020)
 Schulich School of Business, *Multi-Disciplinary Research and Library Committee* (2016—2020)
 York University, *Strategic Research Plan Advisory Committee* (2017—2018)
 University of Guelph, *Faculty Association (UGFA) Council Committee Member* (2012—2014)
 University of Guelph, *Senate Committee Member* (2012—2014)

Graduate Training: (* = NOESIS Lab Member)

2020—present	Makini McGuire-Brown	(PhD thesis committee, York University)
2020—present	Donya Shabgard*	(PhD thesis advisor, York University)
2019—present	Jennifer Sedgewick*	(PhD thesis advisor, York University)
2019—present	Sameera Hassan	(PhD thesis committee, York University)
2018—present	Bianca Kato*	(PhD thesis co-advisor, University of Guelph)
2017—present	Mohammad Kermani*	(PhD thesis committee, York University)
2017—present	Errol Osecki	(PhD thesis committee, York University)
2017—2020	Nükhet Taylor*	(PhD thesis advisor, York University)
2016—2020	Sabrina Spence*	(PhD thesis committee, York University)
2018—2019	Cansu Sogut*	(Post Doc co-advisor, York University)
2016—2019	Bob Tarantino	(PhD thesis committee, York University)
2016—2019	Angelique S. Shantz	(PhD thesis committee, York University)
2012—2018	Sean Hingston*	(PhD thesis advisor, York University)
2014—2018	Justin McManus*	(PhD thesis committee, York University)
2018	Qian (Claire) Deng	(PhD thesis external, University of Alberta)
2015—2017	Victoria Taylor	(MSc thesis co-advisor, University of Guelph)
2016	Nükhet Taylor*	(PhD summer research advisor, Koç University)
2014—2016	Andrew Harden*	(MSc thesis committee, University of Guelph)
2015—2016	Rishad Habib	(MSc thesis committee, University of Guelph)
2014—2015	Tatiana Astray*	(PhD thesis committee, York University)
2013—2015	Derek Taylor*	(MSc thesis advisor, University of Guelph)
2014—2015	Nahid Ibrahim*	(MSc thesis committee, University of Guelph)
2014—2015	Chih-Wei Hsu*	(MSc thesis committee, University of Guelph)
2014—2015	Sabah Merchant*	(MSc thesis committee, University of Guelph)
2014	Andy H. Ng*	(PhD internal-external examiner, York University)
2012—2014	Bradly Bain*	(MSc thesis co-advisor, University of Guelph)
2012—2014	Tammy Fichman*	(MSc thesis advisor, University of Guelph)
2012—2014	Ferdausi Sultana	(PhD thesis committee, University of Guelph)
2012—2014	Aparna Sundar*	(Adjunct mentorship, University of Cincinnati)
2013—2014	Justin McManus*	(MSc thesis advisor, University of Guelph)
2013—2014	Chelsea Galoni*	(Graduate special project supervisor)
2013	Kamila Sobol	(PhD thesis external examiner, York University)
2012—2014	Fangzhou Xu*	(MSc thesis co-advisor, University of Guelph)
2012—2013	Alex Maranduik*	(MSc thesis co-advisor, University of Guelph)
2012—2013	Rebecca Shabaga	(MSc thesis advisor, University of Guelph)
2012—2013	Suzanne Rath*	(MSc thesis committee, University of Guelph)
2012—2013	Scott Connors*	(MSc thesis committee, University of Guelph)
2012—2013	Vera Bogdanovich	(MSc thesis committee, University of Guelph)
2012	Tyler Hummel	(MSc thesis defence chair, University of Guelph)

EXTERNAL SERVICE

External Professional Committees/Events:

Associate Editor, *Association for Consumer Research (ACR), North American Conference* (2021), Seattle, WA.

Organizing Committee, *Southern Ontario Behavioural Decision Research (SOBDR) Conference* (2020), Toronto, ON (delayed due to Covid-19).

Program Committee Member, *Association for Consumer Research (ACR), North American Conference* (2020), Paris, France.

Program Committee Member, *Society of Consumer Psychology (SCP), Annual Winter Conference* (2020), Huntington Beach, CA.

Special Session Track Chair, *Society of Consumer Psychology (SCP), Annual Winter Conference* (2018), Dallas, TX.

Research Roundtable Mentor, *Doctoral Symposium, Association for Consumer Research (ACR), North American Conference* (2017), San Diego, CA.

Program Committee Member, *Society of Consumer Psychology, 2nd International Conference* (2015), Vienna, Austria.

Program Committee Member, *Association for Consumer Research (ACR), North American Conference* (2014), Baltimore, MD.

Co-Host, *Southern Ontario Behavioural Decision Research (SOBDR) Conference* (2014), Guelph, ON.

Competitive Paper Review Board, *Association for Consumer Research (ACR), North American Conference* (2013), Chicago, IL.

Program Committee Member, *Association for Consumer Research (ACR), North American Conference* (2012), Vancouver, BC.

Editorial Boards:

2021—present	Associate Editor, <i>Journal of Consumer Research</i>
2017—present	Member, Editorial Review Board, <i>Journal of Consumer Psychology</i>
2016—2021	Member, Editorial Review Board, <i>Journal of Consumer Research</i>
2016, 2017, 2020	Invited Associate Editor, <i>Journal of Consumer Research</i>

Ad Hoc Reviewing:

Journal of Marketing

Journal of Marketing Research

Marketing Letters

Journal of Experimental Psychology: Learning, Memory, and Cognition

The Association for Consumer Research Conference (Asia-Pacific, North American, and European)

The Society of Consumer Psychology Annual Winter Conference

The Academy of Marketing Science Conference

PROFESSIONAL AFFILIATIONS

Society for Consumer Psychology (SCP) • Association for Consumer Research (ACR)
 American Marketing Association (AMA) • American Psychological Association (APA)