

M. SAEID KERMANI

Schulich School of Business
York University
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Education

- PhD Candidate, Business Administration (Marketing), Fall 2021 (Expected)
Schulich School of Business
York University, Toronto, Canada
Advisor: Dr. Peter Darke
Thesis title: Consumer backlash in the digital age: The role of social influence and identity on consumer judgements
- MSc, Management (Marketing), May 2017
Telfer School of Management
University of Ottawa, Ottawa, Canada
Advisor: Dr. Leila Hamzaoui-Essousi
Thesis title: Exploring conspicuous consumption in Iran: The role of individual factors and consumer knowledge
- B.Sc, *Summa Cum Laude*, Psychology & Business (Major/Minor), April 2014
York University, Toronto, Canada
Advisor: Dr. Richard Lalonde & Dr. Andy Ng
Thesis title: Cultural differences in psychological reactance: Responding to censorship
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Articles Published in Refereed Journals

1. Guilfoyle, J., Struthers, C.W., van Monsjou, E., Shoikhedbrod, A., Eghbali, N., Kermani, M. (in press). Sorry, not sorry: The effect of social power on transgressors' apology and non-apology. *Journal of Experimental Psychology*.
2. Ng, A. H., Kermani, M. S., & Lalonde, R. N. (2019). Cultural differences in psychological reactance: Responding to social media censorship. *Current Psychology*, 1-10.

Invited Book Chapters

Kermani, M.S., Darke, P.R., & Brady, M.K (In Press). "Consumer (Dis)Trust Online", invited book chapter in *The Digital Consumer*, Russell Belk & Rosa Llamas (eds.), Routledge: NY.

Manuscripts Under Review

Kermani, M.S., Noseworthy, T.J., & Darke, P.R. "The effects of outgroup outrage on self-brand connection". *Journal of Consumer Psychology*, preparing revision.

Select Manuscripts in Progress

1. Kermani, M.S., & Darke, P.R. “What makes an advertisement offensive? The interplay between descriptive and prescriptive norms”, finalizing paper for submission (Target: *Journal of Marketing*).
2. Kermani, M.S., & Darke, P.R. “When humorous advertisements backfire: The role of emotion-based social influence”, paper in preparation (Target: *Journal of Marketing Research*).
3. Kermani, M.S., & Hamzaoui-Essousi, L. “The effect of consumer knowledge on bandwagon luxury consumption”, paper in preparation. (Target: *International Marketing Review*).
4. Darke, P.R., Kermani, M.S., & Sogut, C. “The distance = distrust heuristic in the context of online consumer judgment”, 3 experiments completed and 1 underway. (Target: *Journal of Marketing Research*).

Conference Presentations and Proceedings

1. Kermani, M.S., Noseworthy, T.J., Darke, P.R. “Getting political: The effects of outgroup outrage on self-brand connection”, American Marketing Association Winter Academic Conference, Special Session on Social Responsibility in Today’s Marketplace, 2021.
2. Kermani, M.S., & Darke, P.R. “What makes an advertisement offensive? The interplay between descriptive and prescriptive norms”, Association for Consumer Research Conference, 2020
3. Kermani, M.S., & Darke, P.R. “The role of descriptive norms on offensive advertising”, Marketing Research Symposium, Lazardis School of Business and Economics, 2019, Waterloo, Canada.
4. Kermani, M.S., & Hamzaoui-Essousi, L. “The effect of consumer knowledge on bandwagon luxury consumption”, Monaco Symposium on Luxury, 2018, Monaco City, Monaco.
5. 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).

Teaching Experience

Marketing Management (MKTG 1030), Schulich School of Business, Undergraduate course, Fall 2020• Instructor Rating (7 item mean): $M = 6.59$ of 7

Marketing Management (MKTG 1030), Schulich School of Business, Undergraduate course, Winter 2020• Instructor Rating (7 item mean): $M = 6.55$ of 7

Applied Statistical Methods in Business (ADM 2304), Telfer School of Management,
Teaching Assistant / Tutorial Instructor, Fall 2016 - Winter 2017.

Research Assistant

Schulich School of Business, Toronto, Canada
Research assistant of Dr. Peter Darke, Sept. 2017- Present

Telfer School of Management, Ottawa, Ontario
Research assistant of Dr. Leila Hamzaoui-Essousi, Sept. 2015- Aug. 2017

Service

Research Lab Manager, Jan 2020- Present
NOESIS Innovation, Design and Consumption Laboratory
Schulich School of Business, Toronto, Canada

Graduate Student Association Representative, Sept, 2020- Present
York University, Toronto, Canada

Ad-Hoc Reviewer
American Marketing Association 2021 Winter Academic Conference
Society for Consumer Psychology 2022 Annual Conference

Grants, Honours and Scholarships

Telfer School of Management Research Fund (SMRF), 2016
Admission scholarship (Telfer School of Management), 2015
Member of Dean's Honour Roll (York University), 2011-2014
Entrance Scholarship (York University), 2010

Professional Memberships

Association for Consumer Research (ACR)
American Marketing Association (AMA)

Name and Contact Information of Three References

1. Peter Darke, PhD

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Toronto, Canada
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2. Theodore Noseworthy, PhD

Professor of Marketing; Canada Research Chair (Tier II)
Schulich School of Business, York University
Toronto, Canada
Email: tnoseworthy@schulich.yorku.ca

3. Ward Struthers, PhD

Professor of Psychology
York University
Toronto, Canada
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