

## **NICOLE L. MEAD**

Associate Professor, Marketing  
Schulich School of Business | York University | Toronto, Canada  
[nmead@schulich.yorku.ca](mailto:nmead@schulich.yorku.ca) | [wellbeingresearchlab.com](http://wellbeingresearchlab.com)  
[Google Scholar Profile](#)

### **ACADEMIC POSITIONS**

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*Associate Professor, Marketing*, 2019-present  
Schulich School of Business, York University, Toronto, Canada

*Associate Professor, Marketing*, 2016-2019  
Faculty of Business and Economics, University of Melbourne, Australia

*Associate Professor, Marketing Management*, 2014-2016  
*Assistant Professor, Marketing Management*, 2012-2014  
Rotterdam School of Management, Erasmus University Rotterdam, the Netherlands

*Visiting Scholar, Marketing Area*, 2014, 2015, 2017, 2018  
Stanford Graduate School of Business, Stanford University, USA

*Assistant Professor, Marketing*, 2011-2012  
Católica-Lisbon School of Business and Economics, Portugal

### **POST-SECONDARY EDUCATION**

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*Post-Doctoral Fellow*, 2009-2011  
Tilburg Institute for Behavioral Economics Research, Tilburg University, the Netherlands

*M.S.* (2005-2007) and *Ph.D.* (2007-2009) in *Social Psychology*  
Florida State University, USA

*B.A. Honors Psychology*, 2000-2004  
University of British Columbia, Canada

### **EDITORIAL POSITIONS**

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Area Editor, *International Journal of Research in Marketing*, 2021-2024  
Associate Editor, *Journal of Experimental Social Psychology*, 2016-2018  
Editorial Review Board, *Journal of Consumer Research*, 2016-2024  
Editorial Review Board, *International Journal of Research in Marketing*, 2019-2021  
Editorial Review Board, *Journal of Personality and Social Psychology*, 2018-2020  
Editorial Review Board, *Journal of Experimental Social Psychology*, 2013-2016

## RESEARCH EXPERTISE

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Self-regulation	Meaning and well-being
Sustainability	The psychology of money
Behavioral ethics	Vulnerable populations

## HONORS AND AWARDS

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SSHRC Insight Grant Recipient (solo grant), 2024-2027 (CAD \$90,278)  
 Schulich Research Excellence Fellowship, 2023-2026  
 Faculty Mentor, Association for Consumer Research Doctoral Symposium, 2023  
 Outstanding Area Editor Award, International Journal of Research in Marketing, 2023  
 Invited Participant, Invitational Choice Symposium, 2016 and 2023  
 Invited Visiting Professor, Toulouse School of Management, 2023  
 Faculty Mentor, Research Networking Lunch, Society for Consumer Psychology, 2023  
 Faculty Coach, SCP-Sheth Foundation Doctoral Consortium, 2015, 2023  
 Doctoral Symposium Co-Chair, Association for Consumer Research Conference, 2022  
 Track Chair, Social Responsibility, Sustainability, & Well-Being, Winter AMA Conference, 2022  
 Invited Panelist, Better Marketing for a Better World Knowledge Forum, ACR 2021  
 Commendation from the Society for the Improvement of Psychological Science (SIPS), 2021  
 SCP Dissertation Proposal Competition, Honorable Mention (Advisor), 2021  
 Outstanding Reviewer Award, Journal of Consumer Research, 2020  
 ACR/Sheth Foundation Dissertation Award Winner (Advisor), 2020  
 SSHRC Insight Development Grant Recipient (solo grant), 2020-2024 (CAD \$72,230)  
 ING Think Forward Research Grant Recipient, 2019 (CAD \$15,000)  
 Elected Fellow, Society of Experimental Social Psychology (SESP), 2016  
 RSM Student Representation Professor of the Year (IBA), 2013, 2014  
 Research Fellowship, Erasmus Institute of Management, to visit Stanford University, 2014  
 SPSP Student Travel Award, 2008  
 Sponsorship to EASP Summer School, 2008  
 JDM Student Travel Award for the 2008 JDM Preconference at SPSP, 2008  
 Florida State University, Best Student Paper Award in Social Psychology, Runner Up, 2007  
 Florida State University Graduate Grant, 2006-2008  
 North American Society for Psychotherapy Research, Best Student Paper, 2005  
 Canadian Psychological Association, Academic Excellence Award for Thesis, 2004

## PUBLICATIONS

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\*student co-author under my supervision †Authors contributed equally

\*Zenkić, J., Nicole L. Mead, Kobe Millet (forthcoming), "When Cash Costs You: Consumers Spend More When Carrying Coins than Same Denomination Banknotes," *Journal of Consumer Psychology*.

\*Zenkić, J., Kobe Millet, and Nicole L. Mead (2023), "Fairness is Based on Quality, Not Just Quantity," *Judgment and Decision Making*, 18(e22), 1-10.

†Mead, Nicole L. and Lawrence E. Williams (2023), "The Pursuit of Meaning and the Preference for Less Expensive Options," *Journal of Consumer Research*, 49(5), 741-761.

Madan, Shilpa, Gita Venkataramani Johar, Jonah Berger, Pierre Chandon, Rajesh Chandy, Rebecca Hamilton, Leslie John, Aparna Labroo, Peggy J. Liu, John G. Lynch Jr., Nina Mazar, Nicole L. Mead, Vikas Mittal, Christine Moorman, Michael I. Norton, John Roberts, Dilip Soman, Madhu Viswanathan, Katherine White (2023), "Reaching for Rigor and Relevance: Better Marketing Research for a Better World," *Marketing Letters*, 34, 1-12.

†Mead, Nicole L. and Lawrence E. Williams (2022), "Can't Buy Me Meaning? Lay Theories Impede People from Deriving Meaning and Well-Being from Consumption," *Current Opinion in Psychology*, 46: 101332.

Vohs, Kathleen D., Brandon J. Schmeichel, Sophie Lohmann, Quentin F. Gronau, Anna Finley, ...E.J. Wagenmakers, and Dolores Albarracín (2021), "A Multi-Site Preregistered Paradigmatic Test of the Ego Depletion Effect," *Psychological Science*, 32(10), 1566-1581.

Garbinsky, Emily, Nicole L. Mead, and Daniel Gregg (2021), "Popping the Positive Illusion of Financial Responsibility Can Increase Personal Savings: Applications in Emerging and Western Markets," *Journal of Marketing (Special Issue: Better Marketing for a Better World)*, 85(3), 97-112.

Mead, Nicole L. and Roy F. Baumeister (2021), "Do Objects Fuel Thysel? The Relationship Between Objects and Self-Regulation," *Current Opinion in Psychology*, 39, 16-19.

\*Stuppy, Anika, Nicole L. Mead, and Stijn M. J. van Osselaer (2020), "I am, Therefore I Buy: Low Self-esteem and the Pursuit of Self-Verifying Consumption," *Journal of Consumer Research*, 45(5), 956-973.

Mead, Nicole L., Roy F. Baumeister, \*Anika Stuppy, and Kathleen D. Vohs (2018), "Power Increases the Socially Toxic Component of Narcissism Among Individuals with High Baseline Testosterone," *Journal of Experimental Psychology: General*, 147(4), 591-596.

Mead, Nicole L., Vanessa M. Patrick, \*Manissa P. Gunadi and Wilhelm Hofmann (2016), "Simple Pleasures, Small Annoyances, and Goal Progress in Daily Life," *Journal of the Association for Consumer Research*, 1(4), 527-539.

Mead, Nicole L. and Vanessa M. Patrick (2016), "The Taming of Desire: Unspecific Postponement Reduces Desire for and Consumption of Postponed Pleasures," *Journal of Personality and Social Psychology*, 110(1), 20-35.

Savani, Krishna, Nicole L. Mead, Tyler F. Stillman, and Kathleen D. Vohs (2016), "No Match for Money: Even in Intimate Relationships and Collectivistic Cultures Reminders of Money Weaken Sociomoral Responses," *Self and Identity*, 15(3), 342-355.

- Yang, Qing, Xiaochang Wu, Xinyue Zhou, Nicole L. Mead, Kathleen D. Vohs, and Roy F. Baumeister (2013), "Diverging Effects of Clean Versus Dirty Money on Attitudes, Values, and Interpersonal Behavior," *Journal of Personality and Social Psychology*, 104(3), 473-489.
- Mead, Nicole L. and Jon K. Maner (2012), "When Me vs. You Becomes Us vs. Them: How Intergroup Competition Shapes Ingroup Psychology," *Social and Personality Psychology Compass*, 6(8), 566-574.
- Mead, Nicole L. and Jon K. Maner (2012), "On Keeping Your Enemies Close: Power Causes People to Seek Proximity to Ingroup Power-Threats," *Journal of Personality and Social Psychology*, 102(3), 576-591.
- Mead, Nicole L., Roy F. Baumeister, Tyler F. Stillman, Catherine D. Rawn, and Kathleen D. Vohs (2011), "Social Exclusion Causes People to Spend and Consume in the Service of Affiliation," *Journal of Consumer Research*, 37 (February), 902-919.
- Dewall, C. Nathan, Roy F. Baumeister, Nicole L. Mead, and Kathleen D. Vohs (2011), "How Leaders Self-Regulate their Task Performance: Evidence that Power Promotes Diligence, Depletion, and Disdain," *Journal of Personality and Social Psychology*, 100 (January), 47-65.
- Gino, Francesca, Maurice E. Schweitzer, Nicole L. Mead, and Dan Ariely (2011), "Unable to Resist Temptation: How Self-Control Depletion Promotes Unethical Behavior," *Organizational Behavior and Human Decision Processes*, 115(2), 191-203.<sup>FT50, A\*</sup>
- All studies were conducted by the first author, Francesca Gino. I do not have access to the data, but access has been requested. We are waiting on Gino's response to this request before discussing next steps.
- †Maner, Jon K. and Nicole L. Mead (2010), "The Essential Tension Between Leadership and Power: When Leaders Sacrifice Group Goals for the Sake of Self-Interest," *Journal of Personality and Social Psychology*, 99 (September), 482-497.
- Caruso, Eugene M., Nicole L. Mead, and Emily Balcetis (2009), "Political Partisanship Influences Perception of Biracial Candidates' Skin Tone," *Proceedings of the National Academy of Sciences*, 106 (December), 20168-20173.
- Mead, Nicole L., Roy F. Baumeister, Francesca Gino, Maurice E. Schweitzer, and Dan Ariely (2009), "Too Tired to Tell the Truth: Self-Control Resource Depletion and Dishonesty," *Journal of Experimental Social Psychology*, 45, 594-597.
- The data for both studies were collected by the first author (not Gino) and can be accessed here: [https://osf.io/5p7qz/?view\\_only=e2d20b84ead44be18ac9a484a2ec18a5](https://osf.io/5p7qz/?view_only=e2d20b84ead44be18ac9a484a2ec18a5)

Vohs, Kathleen D., Nicole L. Mead, and Miranda R. Goode (2008), "Merely Activating the Concept of Money Changes Personal and Interpersonal Behavior," *Current Directions in Psychological Science*, 17 (June), 208-212.

Baumeister, Roy F., Nathan C. DeWall, Nicole L. Mead, and Kathleen D. Vohs (2008), "Social Rejection can Reduce Pain and Increase Spending. Further Evidence that Money, Pain, and Belongingness are Interrelated," *Psychological Inquiry*, 19 (December), 145-147.

Vohs, Kathleen D., Nicole L. Mead, and Miranda R. Goode (2006), "The Psychological Consequences of Money," *Science*, 314, 1154-1156.

## POPULAR PUBLICATIONS

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Mead, Nicole L. (2022), "People Shopping for 'Meaning' Buy Cheaper Goods", *Scientific American*.

## CHAPTERS

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\* student co-author under my supervision

DeWall, C. Nathan, Roy F. Baumeister, Nicole L. Mead, & Kathleen D. Vohs D (2018), "How Leaders Self-Regulate their Task Performance: Evidence that Power Promotes Diligence, Depletion, and Disdain," In *Self-Regulation and Self-Control: Selected Works of Roy F. Baumeister* (pp. 340-378). Taylor and Francis.

\*Stuppy, Anika and Nicole L. Mead (2016), "Heroic Leaders and Despotism Tyrants: How Power and Status Shape Leadership Outcomes" in *Handbook of Heroic Leadership*, Vol. 1, eds. Scott T. Allison, George R. Goethals, and Roderick M. Kramer, New York, NY: Routledge, 476-494.

Mead, Nicole L., and \*Anika Stuppy (2014), "Money can Promote or Hinder Interpersonal Harmony," in *The Psychological Science of Money*, ed. E. H. Biljveld and H. Aarts, New York, NY: Springer, 243-262.

Mead, Nicole L., \*Jessica L. Alquist, and Roy F. Baumeister (2010), "Ego Depletion and the Limited Resource Model of Self-Control," in *Self Control in Society, Mind, and Brain*, ed. R. R. Hassin, K. N. Ochsner, and Y. Trope, New York: Oxford University Press, 375-388.

Gailliot, Matthew T., Nicole L. Mead, and Roy F. Baumeister (2008), "Self-Regulation," In *Handbook of Personality: Theory and research*, ed. O. John, R. Robins, and L. Pervin, New York: Guilford, 472-491.

Rawn, Catherine D., Nicole L. Mead, Peter Kerkhof, and Kathleen D. Vohs (2007), "Decision Making Trade Offs after Ego Threat: Taking Care of the Self versus Taking Care of Others Depends on Level of Self-Esteem," in *Do Emotions Help or Hurt Decision Making? A Hedgefoxian perspective*, ed. K. D. Vohs, R. F. Baumeister, and G. Loewenstein, New York: Russell Sage Foundation Press, 157-182.

## INVITED TALKS

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WU Vienna, Institute for Marketing Management, June 2024  
 McGill University, Desautels Faculty of Management, Marketing area, April 2024  
 HEC Paris, Marketing Department, March 2024  
 Invited Panelist, Happiness and Well-Being Roundtable, ACR 2023  
 Plenary speaker, PhD Day, Toulouse School of Management, June 2023  
 Esade, Marketing area, January 2023  
 University of California Riverside, Marketing area, November 2022  
 Nova School of Business and Economics, November 2022  
 Invited Panelist, Better Marketing for a Better World Knowledge Forum, ACR 2021  
 Better Marketing for a Better World, Economic and Social Empowerment Forum, June 2021  
 Consumer Financial Well-Being Conference, University of Notre Dame, April 2021  
 Marketing with Purpose International Colloquium, Nova SBE, Lisbon, March 2021  
 Deakin University, Marketing area, May 2019  
 UNSW/UTS/University of Sydney, Marketing Research Camp, November 2018  
 Invited Panelist, FARE Alcohol Advertising Research Symposium, June 2018  
 York University, Schulich School of Business, March 2018  
 Melbourne Social Psychology Group, March 2018  
 Arizona State University, WP Carey School of Business, February 2018  
 University of Adelaide, School of Marketing and Management, November 2017  
 University of Toronto, Rotman School of Management, October 2017  
 University of Melbourne, Melbourne School of Psychological Sciences, October 2017  
 University of New South Wales, UNSW Business School, September 2017  
 Tel-Aviv University, School of Management, June 2017  
 Hong Kong Baptist University, Department of Marketing, May 2017  
 Hong Kong Polytechnic University, Department of Management & Marketing, May 2017  
 The Chinese University of Hong Kong, Department of Marketing, May 2017  
 Pompeu Fabra University, Department of Economics and Business, November 2016  
 Cass Business School, Faculty of Management, June 2016  
 Tilburg University, Department of Psychology, March 2016  
 INSEAD, Department of Marketing, December 2015  
 The University of Sydney Business School, Department of Marketing, November 2015  
 University of Melbourne, Faculty of Business and Economics, November 2015  
 Richard Ivey School of Business, Department of Marketing, November 2015  
 York University, Schulich School of Business, November 2015  
 Erasmus Medical Centre, Marketing in Public Health, March 2015  
 VU Amsterdam, Department of Social and Organizational Psychology, January 2015  
 Tulane University, Department of Marketing, November 2014  
 University of Colorado – Boulder, Department of Marketing, September 2014  
 VU Amsterdam, Department of Marketing, September 2014  
 Self and Identity Preconference, EASP, Amsterdam, July 2014  
 Ghent University, Department of Marketing, June 2014

Koç University, Department of Marketing, May 2014  
 HEC Lausanne, Department of Marketing, March 2014  
 Small Group Meeting: The Meaning of Money, Russell Sage Foundation, January 2014  
 Stanford Graduate School of Business, Department of Marketing, October 2013  
 Groningen University, Department of Marketing, May 2013  
 London Business School, Department of Marketing, April 2013  
 The University of Chicago, Decision Sciences Seminar, October 2012  
 Pompeu Fabra University, Department of Economics and Business, May 2012  
 Carnegie Mellon University, Social and Decision Sciences, February 2012  
 HEC Paris, Department of Marketing, December 2011  
 Maastricht University, School of Business and Economics, November 2011  
 Leiden University, Department of Psychology, February 2011  
 Católica-Lisbon School of Business and Economics, November 2010  
 University of British Columbia, Sauder School of Business, November 2010  
 McGill University, Desautels Faculty of Management, October 2010  
 University of Houston, Bauer College of Business, September 2010  
 Erasmus University, Rotterdam School of Management, November 2009  
 Wharton School at the University of Pennsylvania, May 2009  
 Tilburg University, April 2009  
 London Business School, Department of Organizational Behavior, January 2009  
 University of Groningen, Department of Psychology, May 2008

## CHAired SYMPOSIA

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“Splash Out or Cheap Out? Motivational Influences on Consumers’ Management of Tradeoffs,” *Association for Consumer Research*, Virtual Conference, 2020.  
 Speakers: Morgan Ward, Dafna Goor, Avni Shah, and Nicole Mead.

“It’s Not What You Do, It’s What You Think: The Science of Beliefs in the Marketplace,” *European Marketing Academy Conference*, Budapest, Hungary, 2020. Speakers: Leonard Lee, Yan Meng, Janet Schwartz, and Nicole Mead. (Conference cancelled due to COVID-19.)

“Virtue, Act II? The Power of the Mind in Shaping Post Self-Regulation Behavior,” *Society for Consumer Psychology Boutique Conference*, Sydney, Australia, 2018. Speakers: Szu-Chi Huang, Joshua Clarkson, and Keith Wilcox.  
 Discussant: Nicole Mead.

“Virtue, Act II? The Power of the Mind in Shaping Post Self-Regulation Behavior,” *Society for Experimental Social Psychology Conference*, Boston, MA, 2017.  
 Speakers: Szu-Chi Huang, Edward Hirt, Nicole Mead, Keith Wilcox.

“Ego Depletion 2.0: New Perspectives on the What, When, and Why of Ego Depletion,” *Society for Consumer Psychology International Conference*, Vienna, Austria, 2015. Speakers: Juliano Laran, Nicole Mead, Keith Wilcox.

- “From the Bottom to the Top: How Hierarchical Rank Affects Voice, Decision Making, and Unethical Behavior,” *Association for Psychological Science*, NYC, NY, 2015. Speakers: Roy Baumeister, Adam Galinsky, Joe Magee, Derek Rucker.
- “Making a Difference with Metal Pieces: New Findings on Seeing, Possessing, and Losing Money,” *Association for Consumer Research*, Chicago, IL, 2013. Speakers: Yuwei Jiang, Nicole Mead, Kristina Durante, and Ayelet Gneezy.
- “The Best of Times, The Worst of Times: How Resource Abundance and Scarcity Shape Consumer Behavior,” *Association for Consumer Research*, Vancouver, BC, 2012. Speakers: Ravi Mehta, Femke van Horen, Nicole Mead, and Crystal Hall.
- “How Metacognition and Cognition Influence Craving and Consumption,” *Society for Personality and Social Psychology Annual Meeting*, San Diego, CA, 2012. Speakers: Young Eun Huh, E.J. Masicampo, Loran Nordgren, and Vanessa Patrick.
- “New Perspectives on Depletion: Expanding the Boundaries and Nature of Depletion,” *Association for Consumer Research Conference*, Jacksonville, FL, 2010. Speakers: Joshua Ackerman, Shai Danziger, Brandon Schmeichel, and Yael Zemack-Rugar.
- “The Science of Money and Relationships: Ways that Money Helps and Hurts Interpersonal Functioning,” *Society for Personality and Social Psychology Annual Meeting*, Las Vegas, NV, 2010. Speakers: Nicole Mead, Scott Rick, Peter Caprariello, and Xinyue Zhou.
- “Homo Consumicus: Emerging Research in Evolutionary Consumer Behavior,” *Association for Consumer Research Conference*, Memphis, TN, 2007. Speakers: Nicole Mead, Suresh Ramanathan, Vladas Griskevicius, and Bram Van den Bergh. Discussant: Darren Dahl.

## **CONFERENCE PRESENTATIONS (first/presenting author only)**

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- “Is it Immoral to Seek Meaning Through the Marketplace?” *The 12<sup>th</sup> Triennial Invitational Choice Symposium*, Fontainebleau, France, 2023.
- “The Pursuit of Meaning and the Preference for Less Expensive Options,” *Society for Experimental Social Psychology meeting*, Santa Barbara, 2021.
- “Meaning Comes Cheap: The Pursuit of Meaning and the Preference for Low Price Options,” *Association for Consumer Research*, Virtual Conference, 2020.
- “The Pursuit of Meaning Leads to Frugality,” *European Marketing Academy Conference*, Budapest, Hungary, 2020. (Conference cancelled due to COVID-19.)



- “Ascending through the Hierarchy: When those who Lack Power Disrupt the Social Order of the Their Group,” *Society for Personality and Social Psychology*, New Orleans, LA, 2020.
- “Meaning and Money Don’t Mix: The Link Between Meaningful Consumption and Frugality,” *INFORMS Marketing Science*, Rome, Italy, 2019.
- “Changes in Environment Restore Self-Control,” *Association for Consumer Research*, Dallas, TX, 2018.
- “When Perceiving Oneself as a Spender Increases Saving,” *Association for Consumer Research*, Dallas, TX, 2018.
- “Mental Resets: A Change in Environmental Context Restores Self-Control,” *Society for Consumer Psychology*, Dallas, TX, 2018.
- “The Broken Bargain: Social Exclusion Reduces Willingness to Incur Personal Costs for the Sake of Society,” *Association for Consumer Research*, San Diego, CA, 2017.
- “Real and Imagined Changes in Environment Stimulate Self-Regulation,” *Society for Experimental Social Psychology*, Boston, MA, 2017.
- “Can Broken Hearts Lead to an Endangered Planet? Social Exclusion Reduces Sustainable Consumption,” *Society for Consumer Psychology*, San Francisco, CA, 2017.
- “Postponement Specificity Differentially Affects Desire and Consumption,” *Association for Consumer Research*, Berlin, Germany, 2016.
- “A Change is as Good as a Rest: Changing Contexts Restores Self-Control,” *Association for Consumer Research*, Berlin, Germany, 2016.
- “Shaking Things Up: Group Members Seek Hierarchy Malleability to Acquire Power,” *Academy of Management*, Vancouver, Canada, 2015. \*Selected as a Showcase Symposia.
- “A Change is as Good as Rest: Changing Contexts Offsets Ego Depletion,” *Society for Consumer Psychology International Conference*, Vienna, Austria, 2015.
- “Close Relationships Theory in Consumer Behavior: Bridging Brand and Interpersonal Relationships Research,” Roundtable participant, *Association for Consumer Research*, Baltimore, MD, 2014.
- “Can Broken Hearts Lead to an Endangered Planet? Social Exclusion Reduces Willingness to ‘Go Green,’” *Association for Consumer Research*, Baltimore, MD, 2014.

- “Monetary Cues Alter Interpersonal Behavior Because They Activate an Exchange Orientation,” *Association for Consumer Research*, Chicago, IL, 2013.
- “When Tomorrow Does Not Come: Postponing Pleasures Facilitates Self-Control,” *European Association for Consumer Research*, Barcelona, Spain, 2013.
- “Postponing Pleasures Facilitates Self-Control,” *La Londe Conference in Marketing Communications and Consumer Behavior*, France, 2013.
- “Reminders of Money Alter Interpersonal Behavior Because They Activate an Exchange Orientation,” *Association for Psychological Science*, Washington, DC, 2013.
- “Perceived Resource Scarcity Reduces Trust among Men but Increases Trust among Women,” *Association for Consumer Research*, Vancouver, BC, 2012.
- “Because I Deserve It! Entitlement Leads to Financial Risk Taking,” *European Marketing Academy Conference*, Lisbon, PT, 2012.
- “Subtle Reminders of Money Increase Achievement Motivation Among Women but Decrease it Among Men,” *Society for Personality and Social Psychology*, San Diego, CA, 2012.
- “In Praise of Putting Things Off: Postponing Consumption Pleasures Facilitates Self-Control,” *Association for Consumer Research*, St. Louis, MO, 2011.
- “On Keeping Your Enemies Close: Power Causes People to Seek Proximity to Ingroup Power-Threats,” *Society for Personality and Social Psychology*, San Antonio, TX, 2011.
- “Social Exclusion Causes People to Spend and Consume Strategically in the Service of Affiliation,” *Association for Consumer Research*, Jacksonville, FL, 2010.
- “There is No “You” in Money: Reminders of Money Reduce the Motivation for Social Acceptance,” *Behavioral Decision Research in Management Conference*, Pittsburgh, PA, 2010.
- “There is No “You” in Money: Reminders of Money Reduce the Motivation for Social Acceptance,” *European Marketing Academy Conference*, Copenhagen, Denmark, 2010.
- “There is No “You” in Money: Reminders of Money Heighten Egocentrism and Decrease Likability,” *Society for Personality and Social Psychology*, Las Vegas, NV, 2010.
- “Reminders of Money Weaken Sociomoral Responses,” *Association for Consumer Research*, Pittsburgh, PA, 2009.

“Too Tired to Tell the Truth: Self-Control Resource Depletion Increases Dishonest Behavior,” *Society for Judgment and Decision Making*, Chicago, IL, 2008.

“Reminders of Money Reduce Self-Presentation and Interpersonal Likability,” *Association for Consumer Research*, San Francisco, CA, 2008.

“I Won’t Think About You Unless I Need You: Money Influences Social Information Processing,” *Society for Judgment and Decision Making*, Long Beach, CA, 2007.

“Reconnection Through Consumption: Socially Excluded People Adapt Consumption Patterns to Serve Affiliation Needs,” *Association for Consumer Research*, Memphis, TN, 2007.

“Self-Regulatory Depletion Makes People More Extreme in their Emotions and Judgments,” *Yale Whitebox Conference on Behavioral Science*, New Haven, CT, 2007.

### **POSTER PRESENTATIONS (first/presenting author only)**

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“Power Causes Socially Harmful Behavior Because it Unleashes Narcissism,” *Society for Personality and Social Psychology Annual Meeting*, New Orleans, LO, 2013.

“Too Tired to Tell the Truth: Self-Control Resource Depletion and Dishonest Behavior,” *Society for Personality and Social Psychology Annual Meeting*, Tampa, FL, 2009.

“I Won’t Think About You Unless I Need You: The Effect of Money on Social Perception,” *Judgment and Decision Making Preconference at the Society for Personality and Social Psychology Annual Meeting*, Albuquerque, NM, 2008.

“Does a Broken Heart Lead to an Empty Wallet? Social Exclusion Affects Personal Spending Patterns,” *Society for Personality and Social Psychology Annual Meeting*, Albuquerque, NM, 2008.

“Priming Money Heightens Attention Toward the Self,” *Society for Personality and Social Psychology Annual Meeting*, Memphis, TN, 2007.

“Does a Broken Heart Lead to an Empty Wallet? Social Exclusion Affects Spending,” *Association for Consumer Research*, Orlando, FL, 2006.

“Priming Money Reduces Helping,” *Society for Personality and Social Psychology Annual Meeting*, Palm Springs, CA, 2006.

“Extreme Judgments as a Result of Self-Regulatory Resource Depletion,” *Society for Judgment and Decision Making Annual Meeting*, Toronto, ON, Canada, 2005.

## **DOCTORAL SUPERVISION and DEFENSES**

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### Supervision

2022-Present, Jeremy Lee, *York University*

2017-2023, Dede Narh (Co-Advisor), *University of Melbourne*

2017-2021, Jay Zenkić (Co-Advisor), *University of Melbourne*

- Honorable Mention, SCP Dissertation Proposal Competition, 2021
- Winner of the KU Research Institute for Business and Economics in Service of Humanity (BESH) Doctoral Research Award for Well-Being Research, 2020
- Winner of the ACR/Sheth Foundation Dissertation Award, 2020
- ING Think Forward Grant Recipient, 2019-2021
- Placement: Deakin University, Marketing Department

2013-2018, Anika Stuppy (Co-Advisor), *Erasmus University*

- Placement: Tilburg University, Marketing Department

### Defenses and Committees

2021, Eric Tu (Internal Examiner), *Psychology, York University*

2021, Andrew Hunter (Internal/External Examiner), *Psychology, York University*

2017, Sumaya AlBalooshi (External Committee Member), *BI Oslo*

2016, Roger Pagà Peris (Committee President), *Pompeu Fabra University*

2016, Iris Versluis (Committee Member), *Erasmus University*

2016, Irene Consiglio (Defense Committee Member), *Erasmus University*

2015, Ioannis Evangelidis (Defense Committee Member), *Erasmus University*

## **PROFESSIONAL SERVICE**

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### Schulich School of Business, York University

- Marketing area PhD coordinator, 2023
- Scientific Director of the SSB Behavioural Lab, 2020-2021, 2023-present
- Faculty Representative, Decanal Search Committee, 2021
- Marketing Area Seminar Series Coordinator 2020-2021
- Ad-Hoc Committee Member, Tenure and Promotion, 2021
- Student Affairs Committee Member, 2020

### University of Melbourne

- Founder and Organizer of the Experimental Lunchtime Chat (ELC) Group, 2016-2018
- Faculty Representative, Experimental Research Facility Committee, 2016-2018

### Rotterdam School of Management, Erasmus University

- Director of the [RSM Frontiers in Marketing Master-Class Series](#), 2015-2016
- Co-Director of the MSc Honors Program in Marketing Management, 2014-2016
- Founder and Organizer of the Lunch Club, Marketing Department, Rotterdam School of Management, 2012-2014
- Faculty Recruitment Coordinator, 2013-2014

Conference Planning

- Associate Editor, Association for Consumer Research Conference, 2023
- Doctoral Consortium Co-Chair, Association for Consumer Research Conference, 2022
- Social Responsibility, Sustainability, & Well-Being Track Chair, Winter AMA Conference, 2022
- Organizer of PhD Day, Marketing Management, Erasmus University, 2013-2015
- Organizer of Graduate Research Day, Florida State University, 2008-2010

Grants and Awards Committee Member

- Israel Science Foundation, Personal Research Grants Reviewer, 2021
- SCP Dissertation Proposal Competition Reviewer, 2020
- ACR/Sheth Dissertation Award Committee Member, 2019-2023
- Howard/AMA Doctoral Dissertation Award Reviewer, 2017-2019
- ACR Travel Stipend Selection Committee Member, 2017
- Alden G. Clayton Dissertation Competition (Marketing Science Institute) Reviewer, 2020

Conference Program Committee Member

- Association for Consumer Research, 2015, 2016, 2017, 2021
- Society for Consumer Psychology, 2016-2023
- Society for Consumer Psychology Boutique Conference (Sydney), 2018
- Society for Consumer Psychology International Conference, 2015
- European Conference of the Association for Consumer Research, 2013, 2018

Journal Activities

Ad-hoc Reviewer for: Journal of the Association for Consumer Research, Journal of Consumer Psychology, Journal of Experimental Psychology: General, Journal of Marketing, Journal of Marketing Research, Management Science, Organizational Behavior and Human Decision Processes, Personality and Social Psychology Bulletin, Personality and Social Psychology Review, PLOS ONE, Psychological Science, Review of General Psychology, Social Psychological and Personality Science, and Stress and Health.

**FELLOWSHIPS AND GRANTS**

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Social Sciences and Humanities Research Council of Canada (SSHRC), Insight Grant, 2024-2027 (CAD \$90,278)

Social Sciences and Humanities Research Council of Canada (SSHRC), Insight Development Grant, 2020-2024 (CAD \$72,230)

ING Think Forward Initiative Short-Term Research Grant, 2019 (€9,500)

University of Melbourne, Faculty Research Grant, 2018 (AUD \$10,000)

University of Melbourne, Revise & Resubmit Research Grant, 2017, 2018 (AUD \$4,000)

University of Melbourne, Faculty Research Grant, 2017 (AUD \$20,000)

European Association for Social Psychology Summer Institute, Cardiff, Wales, 2008

Summer Institute in Informed Patient Choice Fellowship, Dartmouth College, 2007  
SSHRC, Doctoral Fellowship Grant (international study), 2006-2009 (CAD \$60,000)

## **TEACHING**

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Introduction to Applied Statistics (PhD)

- Schulich School of Business, York University, 2023-present

Advanced Consumer Behavior (PhD)

- Faculty of Business and Economics, University of Melbourne, 2017-2018

Consumer Behavior (Master of Business Administration)

- Melbourne Business School, 2017

Nudging Consumer Choice (Marketing Management MSc)

- Rotterdam School of Management, Erasmus University, 2014-2016
- Responsible for developing and implementing the course into the curriculum

Marketing Management (both undergraduate and postgraduate)

- Schulich School of Business, York University, 2019-2021
- Faculty of Business and Economics, University of Melbourne, 2017-2018
- Rotterdam School of Management, Erasmus University, 2013-2016
  - 2015 Best Professor of the Year Nominee; Student Representation
  - 2014 Best Professor of the Year Winner; Student Representation
  - 2013 Best Professor of the Year Winner; Student Representation
- Católica-Lisbon School of Business and Economics, 2011

Thesis supervision

- Marketing Management MSc, Rotterdam School of Management, 2012-2016
- Marketing MSc, Católica-Lisbon School of Business and Economics, 2011
- Marketing BSc and MSc, Tilburg University, 2009-2011

## **PROFESSIONAL MEMBERSHIPS**

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Elected Fellow of the Society of Experimental Social Psychology (SESP)

Association for Consumer Research

Society for Consumer Psychology

Society for Personality and Social Psychology