

March, 2025

**PETER R. DARKE, Ph.D.**  
**PROFESSOR OF MARKETING**

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***I. EDUCATION***

*Ph.D. in Experimental Social Psychology (University of Toronto).* Minor: measurement theory and multivariate statistics. Dissertation: “The effects of a lucky event and beliefs about luck on confidence and risk-taking.” Supervisor: Jonathan L. Freedman. ***J.S. Tanaka Award for Best Dissertation in Personality Psychology.***

*M.A. in Experimental Social Psychology (University of Toronto).* Thesis: “What’s in a sale?: Money motives and bargains.” Supervisor: Jonathan L. Freedman

*Honours B.Sc. in Psychology (McMaster University).* Summa Cum Laude. Thesis supervisor: Richard Bourhis.

***II. FULLTIME ACADEMIC POSITIONS***

*Ph.D. Program Director.* Schulich School of Business, York University, 2022-present.

*Full Professor.* Department of Marketing, Schulich School of Business, York University, 2013-present.

*Associate Professor.* Department of Marketing, Schulich School of Business, York University, 2007-2013.

*Associate Professor.* Department of Marketing, Florida State University, 2006-2007.

*Associate Professor (Tenured).* Marketing Division, Sauder School of Business, University of British Columbia. (Finning Ltd. Professorship in Marketing), 2003-2006.

*Assistant Professor.* Marketing Division, Sauder School of Business, University of British Columbia, 1996-2003.

*Assistant Professor.* Department of Psychology, University of Toronto, 1995-1996.

*SSHRC Postdoctoral Fellow*. Department of Psychology, New York University (with Shelly Chaiken), 1993-95.

### ***III. VISITING ACADEMIC POSITIONS***

Université de Lorraine-Metz, France, Marketing Department, 2022-24, 2018-20, 2014-15.

University of Toronto, Rotman School of Management, Department of Marketing, 2019, 2013-2014.

Concordia University, John Molson School of Business, Department of Marketing, Montreal, 2018-2019.

Bayreuth University, Germany, Marketing Department, 2016 and 2015.

Université de Reims, France, Department of Marketing, 2014.

Exeter University, U.K., Department of Marketing, 2005.

Florida State University, Department of Marketing, 2004-2005.

Hong Kong University of Science and Technology, Marketing Department, 2004.

### ***IV. PUBLICATIONS***

#### ***a) Articles Published in Refereed Journals***

Cambier, F., **Darke P.R.**, & Poncin, I., (2025). Promoting Crowdsourced New Products: Competing Co-contributor Attractiveness, Similarity, and Persuasion Knowledge Processes. *Journal of Product Innovation Management*, published online. (ABDC = A\*)

Kermani, M. S., Noseworthy, T., and **Darke, P.R.**, (2024). Getting political: The value-protective effects of expressed outgroup outrage on self-brand connection,” *Journal of Consumer Psychology*, 34(3), 385-405. (lead article; ABDC = A\*, FT50)

Wilson, A.E., **Darke, P.R.**, & Sengupta, J. (2022). Winning the Battle but Losing the War: Ironic Effects of Training Consumers to Detect Misleading Advertising Tactics. *Journal of Business Ethics*, 181(4), 997–1013. (ABDC = A\*, FT50)

Astray, T., **Darke, P.R.**, & Tasa, K. (2021). Understanding The Effects of Counterfeit Experiences on Consumer Attitudes Towards Genuine Brands: An Associative Judgment Model. *Canadian Journal of Administrative Sciences*, 39(3), 229-244. (lead article;

ABDC = B)

Germelmann, C.C., Herrmann, J.L., Kacha, M., & **Darke, P.R.** (2020). Congruence and Incongruence in Advertisement-Medium Combinations: Role of Awareness, Fluency, and Persuasion Knowledge. *Journal of Advertising*, 49(2), 141-164. (ABDC = A)

Aditya, S., & **Darke P.R.** (2020). Role of Entertainment, Social Goals, and Accuracy Concerns in Knowingly Spreading Questionable Brand Rumors. *Journal of Association for Consumer Research*, 5(2), 220-237. (ABDC = B)

Main, K.J., & **Darke, P.R.** (2020). Crying Wolf, or the Squeaky Wheel Gets the Grease: Effects of Prior Warnings on Perceived Risk. *Journal of Public Policy and Marketing*, 39(1), 62-75. (ABDC = A)

Ashworth, L.A., **Darke, P.R.**, McShane, L. & Vu, T. (2019). The Rules of Exchange: The Role of an Exchange Premium in Producing the Endowment Effect. *Organizational Behavior and Human Decision Processes*, 152 (May), 11-24. (ABDC = A\*, FT50)

Odou, P., **Darke, P.R.**, & Voisin, D. (2019). Promoting pro-environmental behaviours through induced hypocrisy. *Recherche et Applications en Marketing*, 34(1), 74-90. (IF 5-yr = 1.15)

- Odou, P., **Darke, P.R.**, & Voisin, D. (2019). Promouvoir les comportements pro-environnementaux grâce à l'hypocrisie induite. *Recherche et Applications en Marketing*, 34(1), 78-94. (French edition)

**Darke, P.R.**, Brady, M.K., Benedicktus, R.L., & Wilson, A.E. (2016). Feeling Close from Afar: The Role of Psychological Distance in Offsetting Distrust in Unfamiliar Online Retailers. *Journal of Retailing*, 92(3), 287-299. (ABDC = A\*)

Sobol, K. & **Darke, P.R.** (2014). I'd Like to Be That Attractive, But At Least I'm Smart: How Exposure to Ideal Advertising Models Motivates Improved Decision-Making. *Journal of Consumer Psychology*, 24(4), 533-544. (lead article; ABDC = A\*, FT50)

Cowart, K.O. & **Darke, P.R.** (2014). Targeting Miss Daisy: Using Age and Gender to Target Unethical Sales Tactics. *Marketing Letters*, 25(1), 67-75. (ABDC = A)

Wilson, A.E. & **Darke, P.R.**, (2012). The Optimistic Trust Effect: Use of Belief in a Just World to Cope with Decision Generated Threat. *Journal of Consumer Research*, 39(3). 615-628. (ABDC = A\*, FT50)

Benedicktus, R.L., Brady, M.K., **Darke, P. R.** & Voorhees, C.M. (2010). Conveying Trustworthiness to Online Consumers: Reactions to Brand, Consensus, Physical Presence, and Suspicion. *Journal of Retailing*, 86(4), 310-323. (ABDC = A\*)

**Darke, P.R.**, Ashworth, L., & Main, K.J. (2010). Great Expectations and Broken Promises:

- Misleading Advertising, Product Failure, Expectancy Disconfirmation and Consumer Suspicion. *Journal of Academy of Marketing Science*, 38(3), 347-362. (ABDC = A\*, FT50)
- Darke, P.R.**, Ashworth, L.T.A., & Ritchie, R.B. (2008). Damage from Corrective Advertising: Causes and Cures. *Journal of Marketing*, 72(6), 81-97. (ABDC = A\*, FT50)
- Darke, P.R.**, & Ritchie, R.B. (2007). The Defensive Consumer: Advertising Deception, Defensive Processing, and Distrust. *Journal of Marketing Research*, 44(1), 114-127. (ABDC = A\*, FT50)
- Main, K.J., Dahl, D.W., & **Darke, P.R.** (2007). Consumer Responses to Flattery During Sales Transactions: Empirical Evidence of the Sinister Attribution Error. *Journal of Consumer Psychology*, 17(1), 59-69. **Best Paper Award based on a dissertation in 2007. Also, 2010 Park Prize for Outstanding Contribution to JCP.** (ABDC = A\*, FT50)
- Chung, C.M.Y., & **Darke, P.R.** (2006). The Consumer as Advocate: Self-Relevance, Culture, and Word-of-Mouth. *Marketing Letters*, 17(4), 269-279. (ABDC = A)
- Darke, P.R.**, Chattopadhyay, A., & Ashworth, L.T.B. (2006). The Importance and Functional Significance of Affective Cues in Choice. *Journal of Consumer Research*, 33(3), 322-328. (ABDC = A\*, FT50)
- Darke, P.R.**, & Chaiken, S. (2005). The Pursuit of Self-Interest: Role of Self-Interest in Attitude Judgment and Persuasion. *Journal of Personality and Social Psychology*, 89(6), 864-883. (ABDC = A\*)
- Ashworth, L.T.A., **Darke, P.R.**, Schaller, M. (2005). No One Wants to Look Cheap: Tradeoffs Between Social Disincentives and the Economic and Psychological Incentives to Redeem Coupons. *Journal of Consumer Psychology*, 15(4), 295-306. (ABDC = A\*, FT50)
- Darke, P.R.**, & Chung, C.M.Y. (2005). Effects of Pricing and Promotion on Consumer Perceptions: It Depends on How You Frame It. *Journal of Retailing*, 81(1), 35-47. (ABDC = A\*)
- Dahl, D.W., **Darke, P.R.**, Gorn, G.J., & Weinberg, C. (2005). Promiscuous or Confident?: Attitudinal Ambivalence Towards Condom Purchase. *Journal of Applied Social Psychology*, 35(4), 869-887. (ABDC = B)
- Darke, P.R.**, & Dahl, D.W. (2003). Fairness and Discounts: The Subjective Value of a Bargain. *Journal of Consumer Psychology*, 13(3), 328-338. (ABDC = A\*, FT50)
- Chaiken, S., Duckworth, K.L., & **Darke, P.R.** (1999). When Parsimony Fails.... *Psychological Inquiry*, 10(2), 118-123. (IF 5-yr = 11.449; 2021)

- Darke, P.R.**, Chaiken, S., Bohner, G., Einwiller, S., Erb, H.-P., & Hazlewood, J.D. (1998). Accuracy Motivation, Consensus Information, and the Law of Large Numbers: Effects on Attitude Judgment in the Absence of Argumentation. *Personality and Social Psychology Bulletin*, 24(11), 1205-1215. (ABDC = A\*)
- Darke, P.R.**, & Freedman, J.L. (1997). Lucky Events and Beliefs in Luck: Paradoxical Effects on Confidence and Risk-Taking. *Personality and Social Psychology Bulletin*, 23(4), 378-388. (ABDC = A\*)
- Darke, P.R.**, & Freedman, J.L. (1997). The Belief in Good Luck Scale. *Journal of Research in Personality*, 31(4), 486-511. (ABDC = A)
- Darke, P.R.**, Freedman, J.L., & Chaiken, S. (1995). Percentage Discounts, Initial Price and Bargain Hunting: A Heuristic-Systematic Approach to Price Search Behavior. *Journal of Applied Psychology*, 80(5), 580-586. (ABDC = A\*, FT50)
- Darke, P.R.**, & Freedman, J.L. (1995). Nonfinancial Motives and Bargain Hunting. *Journal of Applied Social Psychology*, 25(18), 1597-1610. (ABDC = B)
- Pliner, P., **Darke, P.**, Abramovitch, R., & Freedman, J. (1994). Children's Consumer Behavior in a Store with Unattractive Merchandise: The "Caveat Emptorium." *Journal of Economic Psychology*, 15(3), 449-465. (ABDC = A)
- Darke, P.R.**, & Goldberg, S. (1994). Father-Infant Interaction and Parent Stress with Healthy and Medically Compromised Infants. *Infant Behavior and Development*, 17(1), 3-14. (lead article; IF 2-yr = 2.67; 2021)
- Darke, P.R.**, & Freedman, J.L. (1993). Deciding Whether to Seek a Bargain: Effects of Both Amount and Percentage Off. *Journal of Applied Psychology*, 78(6), 960-965. (ABDC = A\*, FT50)

#### ***b) Edited Book Chapters***

- Kermani, M.S., **Darke, P.R.**, & Brady, M.K. (2022). "Consumer Online (Dis)trust: A Decade Later," in *The Digital Consumer (2<sup>nd</sup> ed)*, pp. 514-528, Russell Belk & Rosa Llamas (eds.), Routledge: NY.
- Wilson, A.E., & **Darke, P.R.** (2019). "Occupational Stress and Well-Being of Persuasion Agents," in *Examining the Role of Well-being in the Marketing Discipline, Occupational Stress and Well-Being (Volume 17)*, pp. 51-69, P.L. Perrewé & P.D. Harms (eds), Emerald Publishing: Bingley, UK.
- Ng, A., **Darke, P.R.** (2015). "Cultural Differences in Defensive Bias in Response to Deceptive Advertising," in *The Psychology of the Asian Consumer*, pp. 59-62, B. H. Schmitt & L.

Lee (eds.), Routledge: NY.

Valenzuela, A., **Darke P.**, & Briley, D. (2015). "Cultural Identity and the Antecedents of Risk Taking: Am I Good or Am I Lucky?" in *The Psychology of the Asian Consumer*, pp. 47-50, B. H. Schmitt & L. Lee (eds.), Routledge: NY.

**Darke, P.R.**, Benedicktus, R.L., & Brady, M.K. (2013). "Consumer (Dis)trust Online," in *The Digital Consumer*, pp. 404-414, Russell Belk & Rosa Llamas (eds.), Routledge: NY.

Chattopadhyay, A., Gorn, G.J., & **Darke, P.R.** (2010), "Similarities and Differences in Color Preference and Choice among Chinese and North Americans," in *Sensory Marketing*, pp. 219-239, Aradhna Krishna (ed.), Routledge: NY.

Benedicktus, R.L., Brady, M.K., **Darke, P. R.** & Voorhees, C.M. (2007). "Consumer Trust in Multiple Channels: New Evidence and Directions for Future Research," in *Bricks and Mortar Shopping in the 21st Century*, pp. 107-128, Tina Lowrey (ed.), Erlbaum: Mahwah, NJ.

**Darke, P.R.** (2007). "Heuristic-Systematic Model of Persuasion" in *Encyclopedia of Social Psychology*, pp. 428-430, Roy F. Baumeister and Kathleen D. Vohs (eds.), SAGE: Thousand Oaks, California.

Pliner, P., Freedman, J., Abramovitch, R., & **Darke, P.** (1996). "Children As Consumers: In the Laboratory and Beyond," in *Economic Socialization: The Economic Beliefs and Behaviors of Young People*, pp. 11-34, P. Lunt & A. Furnham (eds.), Edward Elga: Cheltenham, UK.

### c) SSRN papers

**Darke, Peter R.** and Dhar, Tirtha and Weinberg, Charles B. and Zeng, Xiaohua, Truth, Lies and Advertising: Understanding Market and Individual Causes of False Advertising Claims (June 19, 2022). Available at SSRN: <http://dx.doi.org/10.2139/ssrn.4140673>

**Darke, Peter R.** and Chattopadhyay, Amitava and Ashworth, Laurence, Going with Your 'Gut Feeling': The Importance and Functional Significance of Affective Cues in Consumer Judgment and Choice (October 2002). Sauder School of Business Working Paper, Available at SSRN: <http://dx.doi.org/10.2139/ssrn.340543>

Chattopadhyay, Amitava, **Darke, Peter R.** and Gorn, Gerald J., Roses are Red and Violets are Blue - Everywhere? Cultural Differences and Universals in Color Preference and Choice Among Consumers and Marketing Managers (April 2002). Sauder School of Business Working Paper, Available at SSRN: <http://dx.doi.org/10.2139/ssrn.340501>

***d) Manuscripts Under Review/in Revision/in Preparation***

Wilson, A.E., Astray, T., **Darke, P.R.**, Ashworth, L.A., “Hold-On or Drop-Down: Defensive distrust and consumer coping with online retail choice,” *Journal of Consumer Marketing*, revision submitted.

Kacha, M., Lombard, G., Herrmann, J.L., **Darke, P.R.**, “Persuasive Effects of Red and Green Colors in the Evaluative Context of Online Consumer Reviews,” *Journal of Retailing*, submitted.

Ashworth, L.A., **Darke P.R.**, & Sobol, K., “The Price of Distrust: Defense Goals and the WTA-WTP gap.” Preparing for submission.

**Darke, P.R.**, and Argo, J., “When You Can’t Count on the Numbers: Corporate Fraud, Generalized Suspicion and Investment Behavior.” *Journal of Business Ethics*, preparing for submission.

**Darke, P.R.**, Ashworth, L., & Wilson, A.E., “The Cavalry Probably Isn’t Coming: Role of Fairness and Self-Interest in the Righting of Wrongs” [Working title]. Preparing for submission.

***V. RESEARCH PRESENTATIONS***

***a) Invited Research Talks***

*University of Guelph*, Marketing and Consumer Studies Department (2024)

*UC Louvain* (Feb 2020, declined)

*University of Lorraine at Metz* (July 2017)

*Discovery*, Responsible Gambling Council (April 2016)

*INSEAD, Singapore*, Marketing Department (May 2015)

*University of Lorraine at Metz* (July 2014)

*University of Reims* (June 2014)

*Rotman (U of Toronto)*, Marketing Department (April, 2014)

*KU Leuven*, Consumer Behavior Group (Jan 2014)

*Laurier University*, Marketing Department (Jan 2014)

*Ivey Consumer Behavior Symposium* (Jan 2014)

*University of Guelph*, Marketing and Consumer Studies Department (Oct 2013)

*Responsible Gambling Academy, Vienna, Austria* (March 2012)

*Nova Scotia Gaming Corporation Responsible Gambling Conference, Keynote* (Oct 2011)

*Moral and Ethical Issues in Consumer Decision Making Conference*, Queens Univ (May 2011)

*Discovery 2010*, Responsible Gambling Council (April 2010)

*York University*, Social-Personality Psychology Group (Jan 2010)

*Ontario Responsible Gambling Council Annual Forum* (Nov 2009)

*University of Ontario Institute of Technology, Business School* (March 2009)

*Syracuse University, Marketing Department (Feb 2009)*  
*University of Toronto, Behavior and Markets Group (Feb 2009)*  
*Consumer Behavior Research Camp, University of Western Ontario (Jan 2009)*  
*University of Guelph, Consumer Studies Department (October 2008)*  
*Southern Ontario Behavioural Decision Research Conference (May, 2008)*  
*York University, Schulich, Marketing Department (March 2007)*  
*University of Western Ontario, Ivey, Marketing Department (November 2006)*  
*York University, Marketing Department (October 2006)*  
*University of Exeter, Marketing and Economic Psychology group (April, 2005)*  
*University of Houston, Marketing Department (March, 2005).*  
*Florida State University, Marketing Department (October, 2004).*  
*National University of Singapore. Marketing Department (May, 2004).*  
*Hong Kong University of Science and Technology. Marketing Department (April, 2004).*  
*INSEAD, France. Marketing Department (June 2002).*  
*Simon Fraser University. Social-Personality Program (April, 2001)*  
*University of British Columbia. OBHR Division (December, 1999).*  
*University of Washington. Marketing Department (April, 1999)*  
*University of British Columbia. Social-Personality Program (November, 1997).*  
*Waterloo University. Social-Personality Program (March, 1996).*  
*University of British Columbia. Marketing Division (October, 1995).*  
*University of Toronto. Marketing Department (October, 1994).*  
*Princeton University. Social-Personality Program (September, 1994).*  
*Nag's Head Conference on Personality and Social Behavior, (July, 1994)*  
*Harvard University. Social-Personality Program (November, 1993).*  
*New York University. Social-Personality Program (September, 1993).*

***b) Presentations at Professional Research Meetings (Refereed)***

Kermani, M.S., Darke, P.R. “Persuasive effects of emotional and unemotional social media complaints in response to offensive marketing”, Association of Consumer Research Conference, 2024, Bali, Indonesia.

Kermani, M.S., Darke, P.R. “Persuasive effects of emotional and unemotional social media complaints in response to offensive marketing”, European Marketing Academy Conference, 2024, Bucharest, Romania.

Kermani, M.S., & Darke, P.R. “When consumer outrage backfires: The role of emotion-based social influence”, Southern Ontario Behavioural Decision Research Conference, 2022, Schulich School of Business. Toronto, Canada

Kermani, M.S., & Darke, P.R. “Is your ethnicity more important or your commitment to diversity? Responding to racial diversity in advertisements”, Society for Consumer Psychology Boutique Conference, 2022, Nanyang Technological University, Singapore.



- Kermani, M.S., Noseworthy, T.J., Darke, P.R. (2021) "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.
- Kermani, M.S., & Darke, P.R. (2020) "What makes an advertisement offensive? The interplay between descriptive and prescriptive norms", NA - Advances in Consumer Research Volume 48, eds. Jennifer Argo, Tina M. Lowrey, and Hope Jensen Schau, Duluth, MN: Association for Consumer Research, Pages: 1202-1202
- 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.
- Claas Christian Germelmann, Jean-Luc Herrmann, Mathieu Kacha, Peter Darke, & Jessica Weigel (2018), "A Dual Process Perspective on Congruent and Incongruent Placements as an Advertising Tactic," Academy of Marketing Science Annual Conference, New Orleans, LA.
- Germelmann, C.C., Herrmann, J.-L., Kacha, M., Darke, P.R., & Macht, S. (2016), "Congruence and Incongruence in Advertising-Medium Combinations: More Than Just Two Sides of the Same Coin," Association for Consumer Research Conference, Berlin, Germany.
- Laurence Ashworth, Peter Darke, Lindsay McShane, and Tiffany Vu (2015), "The Role of Desires to Trade on Favorable Terms in Producing the Endowment Effect", in Advances in Consumer Research Volume 43, eds. Kristin Diehl and Carolyn Yoon, Duluth, MN: Association for Consumer Research, Pages: 455-456.
- Claas Christian Germelmann, Jean-Luc Herrmann, Mathieu Kacha, Peter Darke, Johanna Bauer, and Magdalena J. Nowak (2015), "Does Thematic Advertising Congruence/Incongruence Matter? Insights From a Qualitative and an Experimental Study", in Advances in Consumer Research Volume 43, eds. Kristin Diehl and Carolyn Yoon, Duluth, MN: Association for Consumer Research, Pages: 786-786.
- Germelmann, Claas Christian, Jean-Luc Herrmann, Mathieu Kacha, and Peter Darke (2015). Re-Examining Perceived Thematic Congruence/Incongruence Issues: First Insights from two Qualitative Studies, Paper presented at the Society for Consumer Psychology Conference, Phoenix, AZ.
- Sobol, K. & Darke P.R. (2014). The Counterproductive Effects of Fantasies: How Visualizations of Goal Attainment Demotivate Consumer Behavior. Paper presented at the Association for Consumer Research Conference, Baltimore, MD.
- Main, K. and Darke, P.R. (2014). Trick or Treat?: Effects of Suspicion on Schematic Processing and Sales Promotion Tactics. Paper presented at Society of Consumer Psychology Conference, Miami, FL.

- Main, K. and Darke, P.R. (2014). Trick or Treat?: Effects of Suspicion on Schematic Processing and Sales Promotion Tactics. Paper presented at AMA Winter Educators Conference, Orlando, FL.
- Valenzuela, A., Darke, P.R., and Briley, D. (2012). Cultural Identity and the Antecedents of Risk Taking: Am I Good, or am I Lucky? Paper presented at Advertising and Consumer Psychology Conference, Singapore.
- Ng, A.H., and Darke, P.R. (2012). Cultural Differences in Defensive Bias in Response to Deceptive Advertising. Paper presented at Advertising and Consumer Psychology Conference, Singapore.
- Main, K. and Darke, P.R. (2012). Trick or Treat?: Effects of Suspicion on Schematic Processing and Sales Promotion Tactics. Paper presented at Administrative Sciences Association of Canada Conference, St John's, Newfoundland. *Best paper award.*
- Sobol, K. and Darke, P.R. (2012). "What Doesn't Kill You, Makes You Stronger": Positive Effects of Self-Discrepancy on Consumer Decision Making. Paper presented at Society of Consumer Psychology Conference, Las Vegas, NV.
- Wilson, A.E. and Darke, P.R. (2011). The Defensive Trust Effect: Consumers' Defensive Use of Belief in a Just World to Cope with Persuasion Threat. Paper presented at Society of Consumer Psychology Conference, Atlanta, GA.
- Sobol, K. & Darke, P.R. (2010). Self Discrepancy and Consumer Decision Making: Optimal Decisions and Risk Aversion. Paper presented at the Society of Consumer Psychology Conference, St. Pete Beach, FL.
- Darke, P.R. (2009). Shedding the Veil of Suspicion: Avoiding the Effects of Defensive Suspicion. Paper presented at the Association for Consumer Research Conference, Pittsburgh, PA.
- Darke, P.R. (2009). Invited Discussant on Special Session entitled, "Constraints and Consequences: Psychological Reactance in Consumption Contexts," Chair: Amit Bhattacharjee, Association for Consumer Research Conference, Pittsburgh, PA.
- Wilson, A. & Darke, P.R. (2009). The Defensive Trust Effect: Secondary Control and Basic Beliefs in Consumer Trust Judgments. Paper presented at Society of Consumer Psychology Conference, San Diego, CA.
- Benedicktus, R.L., Brady, M.K., Darke, P.R., & Hartline, M. (2009). Intersection of Distance and Trust Theories at Retail Locations. Paper presented at AMA Winter Educators Conference, Tampa, FL.
- Darke, P.R., Dhar, T., Weinberg, C.B., & Zeng, X. (2008). Deceptive Product Claims and

- Market Competition. Paper presented at Informs Marketing Science Conference, Vancouver, BC.
- Ashworth, L. & Darke P.R. (2008). Respect and Fairness in Exchange. Paper presented at Society of Consumer Psychology Conference, New Orleans, LA.
- Darke, P.R., Ashworth, L.T.A., & Ritchie, R.B. (2006). The Good, the Bad, and the Ugly: Firm Reputation, Advertising Correction, and Defensive Processing. Paper presented at Association for Consumer Research Conference, Orlando, FL.
- Valenzuela, A., Darke, P.R., & Briley, D.A. (2006). Cultural Identity and the Antecedents of Risky Decision-Making: Am I good or lucky? Paper presented at Association for Consumer Research Conference, Orlando, FL.
- Benedicktus, R.L., Brady, M.K., Darke, P. R. & Voorhees, C.M. (2006). Building Trust in Multi-Channel Firms: The Interacting Effects of Physical Presence, Brand Familiarity, and Consensus Information. Paper presented at 25<sup>th</sup> Annual Advertising and Consumer Psychology Conference, Houston, TX.
- Valenzuela, A., Darke, P.R., & Briley, D.A. (2005). The Effects of Luck and Self-Esteem: Cultural Differences in Risky Decision Making. Paper presented at Association for Consumer Research Conference, San Antonio, TX.
- Darke, P.R., & Argo, J.J. (2005). When You Can't Count on the Numbers: Corporate Fraud, Generalized Suspicion, and Investment Behavior. Paper presented at Association for Consumer Research Conference, San Antonio, TX.
- Ashworth, L., & Darke, P.R. (2005). The Principle Matters: Antecedents and Consequences of Procedural Justice in the Context of Pricing. Paper presented at Association for Consumer Research Conference, San Antonio, TX.
- Darke, P.R., & Argo, J.J. (2005). The Numbers ~~Never~~ Lie: Effects of Corporate Fraud on Generalized Suspicion and Investment Decisions. Paper presented at European Association of Consumer Research Conference, Göteborg, Sweden.
- Darke, P.R., & Argo, J.J. (2005). When the Numbers Lie: Effects of Corporate Fraud on Generalized Suspicion and Investment Decisions. Paper presented at Society of Personality and Social Psychology Conference, New Orleans, LA.
- Darke, P.R., & Ritchie, R.B. (2003). One Rotten Apple Spoils the Barrel: Advertising Deception, Defensive Processing, and Consumer Suspicion. Paper presented at the Association for Consumer Research, Toronto, Canada. (Also session organizer and chair)
- Darke, P.R., & Freedman, J.L. (2003). The Paradoxical Effects of Luck. Paper presented at the

- Association for Consumer Research, Toronto, Canada. (Also session co-organizer and co-chair)
- Ashworth, L.T. & Darke, P.R. (2003). It's the Principle that Matters: Consumer Reactions to Perceptions of Procedural Unfairness. Paper presented at European Association of Consumer Research Conference, Dublin, Ireland.
- Darke, P.R., Chattopadhyay, A., & Ashworth, L. (2003). The Functional Influence of Affective Cues on Consumer Judgment and Decision Making Under High and Low Elaboration. SCP Conference, New Orleans, Louisiana.
- Ashworth, L., Darke, P.R., and Schaller, M. (2003). No One Wants to Look Cheap: Impression Management and Embarrassment as Reasons for Avoiding Coupons. SCP Conference, New Orleans, Louisiana.
- Dahl, D.W., Darke, P.R., Gorn, G.J., & Weinberg, C.B. (2002). Promiscuous or Confident?: Attitudinal Ambivalence Towards Condom Purchase. Paper presented at Association of Consumer Research Conference, Atlanta, Georgia.
- Dahl, D.W., Darke, P.R., Gorn, G.J., & Weinberg, C.B. (2002). Promiscuous or Confident?: Attributions Made About Condom Purchases. Paper presented at Administrative Sciences Association of Canada Conference, Winnipeg, Manitoba. **Best paper award.**
- Darke, Chattopadhyay, A., & Ashworth, L. (2002). Going With Your "Gut Feeling:" The Importance and Functional Significance of Affective Cues in Consumer Choice. Paper presented at Social Psychology Winter Conference, Whistler, BC.
- Darke, Chattopadhyay, A., & Ashworth, L. (2001). Going With Your "Gut Feeling:" The Importance and Functional Significance of Affective Cues in Consumer Choice. Paper presented at Society of Personality and Social Psychology Conference, Savannah, Georgia.
- Darke, P.R. (2001). Discussant. Paper session at ACR Austin, Texas.
- Ashworth, L.T.A., & Darke, P.R. (2001). No One Wants to Look Cheap: An Examination of Embarrassment and Impression Management Concerns as Reasons for Not Using Coupons. Poster presented at Association for Consumer Research Conference, Austin, Texas.
- Darke, P.R., Chattopadhyay, A., & Ashworth, L. (2001). Experience Counts: Affective Experience Influences Consumer Decision-Making Under High and Low Elaboration Conditions. Paper presented at European Association of Consumer Research Conference, Berlin, Germany.
- Darke, P.R., & Chung, C.M.Y. (2001). Effects of Pricing and Promotion on Perceptions of

Product Quality: It Depends on How You Frame It. Paper presented at European Association of Consumer Research Conference, Berlin, Germany. (also Chair and organizer of session.)

Ritchie, R., & Darke, P.R. (2000). In the Shadow of Doubt: Advertiser Deception and the Defensive Consumer. Paper presented at Association of Consumer Research Conference, Salt Lake City, Utah.

Dahl, D.W., Darke, P.R., Gorn, G.J., & Weinberg, C.B. (2000). Promiscuous or Confident?: Attributions Made Towards Condom Purchasers. Paper presented at Advances in Health Care Research, Jackson, WY.

Darke, P.R. (1999). It's more than the money: Symbolic aspects of getting a bargain. Paper presented at 107<sup>th</sup> Convention of the American Psychological Association, Boston, MA.

Darke, P.R., & Chaiken (1998). The role of self-interest in issue relevance, argument strength, and attitude judgment. Poster presented at the 10<sup>th</sup> Annual Convention of the American Psychological Society, Washington, DC.

Darke, P.R. & Dahl, D.W. (1997). Symbolic responses to price promotion. Research talk at Association of Consumer Research Conference, Denver, CO.

Darke, P. R. (1994). Lucky events and beliefs in luck: Paradoxical effects on expectancy. Invited talk at the Nag's Head Conference on Personality and Social Behavior, Boca Raton, Florida.

Darke, P.R., & Freedman, J.L. (1994). The effects of luck and self-esteem on risky decision making. Poster presented at the 6<sup>th</sup> Annual Convention of the American Psychological Society, Washington, D.C.

Darke, P.R., & Freedman, J.L. (1993). The effects of luck on guessing. Poster presented at the 101<sup>st</sup> Convention of the American Psychological Association, Toronto, Canada.

Darke, P.R., & Freedman, J.L. (1992). Belief in luck and reactions to a lucky event. Poster presented at the 100<sup>th</sup> Convention of the American Psychological Association, Washington, D.C.

Darke, P.R., & Freedman, J.L. (1991). The percent and amount of money saved on a sale are both used to make purchasing decisions. Poster presented at the 3<sup>rd</sup> Annual Convention of the American Psychological Society, Washington, D.C.

Darke, P.R., & Freedman, J.L. (1991). What's in a sale?: Money, motives, and bargains. Poster presented at the 3<sup>rd</sup> Annual Convention of the American Psychological Society, Washington, D.C.

Darke, P.R. (1990). Hello-Goodbye: A pilot study of father-infant interaction and chronic illness. Poster presented at the 7<sup>th</sup> International Conference on Infant Studies, Montreal.

## ***VI. RESEARCH GRANTS***

SSHRC Insight Development Grant. 2023-25. Topic: Offensive advertising and consumer complaints: The role of social media backlash. Direct amount: \$52,845.

\*SSHRC Insight Grant. 2017-2025. Topic: Construal of Trust and Suspicion in Marketing Contexts. Direct amount: \$78,460.

\*SSHRC Standard Grant. 2011-2016. Topic: Cognitive and motivation processes in consumer suspicion. Direct amount: \$78,038.

SSHRC Standard Grant. 2009-2012. Topic: How Consumers Use Persuasion Knowledge to Judge Interpersonal Marketing Communications. Direct amount: \$72, 124.

\*SSHRC Standard Grant. 2008-2011. Topic: Consumer defensiveness and distrust in a broader context. Direct amount: \$91,575.

SSHRC Standard Grant. 2007-2010. Topic: Understanding consumer judgments of fairness. Direct amount: \$54,942.

\*Florida State University Council on Research and Creativity Award. 2007. Topic: The Effect of Sales Clerk Flattery on Sinister Attributions. Direct amount: \$16,000.

SSHRC Standard Grant. 2005-2008. Topic: An empirical investigation of the antecedents and consequences of consumer suspicion: Implications for consumers and marketers. Direct amount: \$70,272.

UBC Hampton Fund Research Grant. 2005-2006. Topic: Competition and ethical behavior: A study of misleading claims in competitive environments. Direct amount: \$30,000.

\*SSHRC Standard Grant. 2004-2007. Topic: False advertising and consumer suspicion. Direct amount: \$71,000.

\*SSHRC Small Grant, University of British Columbia. 2004-2005. Topic: Product failure and consumer suspicion. Direct amount: \$1,285.

\*SSHRC Small Grant, University of British Columbia. 2003-2004. Topic: Nonfinancial motives and getting a bargain. Direct amount: \$2,200.

\*SSHRC Standard Grant. 2000-2003. Topic: Affect and consumer decision-making. Direct amount: \$78,300.

\*SSHRC Small Grant, University of British Columbia. 1999-2000. Topic: Price quality effects and discounts. Direct amount: \$1,700.

Direct Selling Education Foundation of Canada Grant. 1998-1999. Topic: Price as an indication of quality and discounting strategies. Direct amount: \$6,000

\*SSHRC Small Grant, University of British Columbia. 1998-1999. Topic: Some indirect negative effects of promotional activity. Direct amount: \$4,700

\*SSHRC Standard Grant. 1997-2000. Topic: Symbolic aspects of getting a bargain and satisfaction. Direct amount: \$55,000.

\* SSHRC Small Grant, University of British Columbia. 1997-1998. Topic: Price-quality and discounts. Direct amount: \$1,400.

\*New Faculty SSHRC Grant, University of British Columbia. 1996-1997. Direct amount: \$2,000.

\*SSHRC Postdoctoral Research Fellowship. 1993-1995. Topic: Heuristic-systematic processes in attitudes and decision making. Direct amount: \$58,000.

\* Note: Primary or sole investigator

## **VII. HONOURS AND AWARDS**

Outstanding Reviewer Award, *Journal Retailing*, 2019

Outstanding Reviewer Award, *Journal of Consumer Research*, 2016

Best Marketing Paper Award, *Administrative Sciences Association of Canada Conference*, 2012

Park Prize for Outstanding Contribution to *Journal of Consumer Psychology*, 2010

Best Paper Award, *Journal of Consumer Psychology*, 2007

Best Marketing Paper Award, Administrative Sciences Association of Canada Conference, 2002

Finning Ltd. Professorship in Marketing (UBC), 1999-2006

Tanaka Best Dissertation Award (Association for Research in Personality), 1994

## **VIII. TEACHING**

### **a) Courses Taught**

*Undergraduate*: Marketing Communications, Consumer Behavior, Introduction to Marketing, Introduction to Social Psychology, Advanced Social Psychology, and Social Psychology Laboratory.

*Masters*: Consumer Behavior, Social Psychology Seminar, Computer Applications for Statistics Laboratory.

*Ph.D.:* Consumer Judgment and Decision Making

**b) Course Development**

*Masters:* Consumer Insights Course, Schulich Master of Marketing Program

**IX. OTHER PROFESSIONAL ACTIVITIES**

**a) Editorships**

Associate Editor, *Journal of Public Policy and Marketing*, 2021-2023, 2023-present.

Associate Editor, *Journal of Consumer Research*, 2017, 2018-20.

Associate Editor, *Business & Society*, 2018-20.

Associate Editor, *Journal of Consumer Psychology*, 2012-15.

Marketing Area Editor, *Canadian Journal of Administrative Sciences*, 2006-09.

**b) Editorial Boards, Advisory Boards, and Board of Directors**

Editorial Board, *Journal of Consumer Research*, 2015-17, 2021-24

Editorial Board, *Journal of Consumer Psychology*, 2012 and 2015-present

Editorial Board, *Journal of Retailing*, 2015-present

Editorial Board, *Business & Society*, 2020-present

Editorial Board, *Journal of Public Policy & Marketing*, 2020-2021.

Advisory Board, *Society of Consumer Psychology*, 2015-17

SCP-APA Task Force, 2012-14.

Board of Directors, *Responsible Gambling Council of Canada*, 2011-19

Strategy Committee Advisor, *Responsible Gambling Council of Canada*, 2011-present.

Research Advisor, *Responsible Gambling Council of Canada*, 2019-present.

**c) Conference Editorial Boards, Program Committees, Doctoral Symposia/Consortia**

Chair, *Southern Ontario Behavioural Decision Research Conference (SOBDR)*, 2010, 2020  
(cancelled due to covid), 2022

Co-Chair of Doctoral Symposium, *Association for Consumer Research Conference*, 2014

Associate Editor, *Association of Consumer Research Conference*, 2010

Faculty Invitee Doctoral/Early-Career Symposia/Consortia ACR/SCP/AMA: 2x2013, 2014,  
2015, 2016, 2x2017, 2019

Reviewing Committee, *AMA Marketing and Public Policy Conference*, 2021, 2022

Program Committee, *Southern Ontario Behavioral Decision Research (SOBDR) Conference*,  
2024-present

Program Committee, *Society for Consumer Psychology Conference*, 2019-21

Program Committee, *Association for Consumer Research Conference*, 2004, 2007, 2012, 2016,  
2018-20

Program Committee, *Association for Consumer Research Asia-Pacific Conference*, 2011

Program Committee, *Behavioral Decision Research in Management Conference*, 2016

Program Committee, *Advertising and Consumer Psychology Conference*, 2006



***d) Ad Hoc Reviewer***

*Academy of Marketing Science Conferences, American Marketing Association Conferences, Appetite, Association for Consumer Research Conferences, Basic and Applied Social Psychology, Behavioral Pricing Conference, Canadian Foundation for Innovation Research Grants, Econometrica, Emotion, Canadian Journal of Administrative Sciences, European Marketing Academy Conference, Journal of Academy of Marketing Science, Journal of Advertising, Journal of Applied Psychology, Journal of Applied Social Psychology, Journal of Association for Consumer Research, Journal of Business Ethics, Journal of Business Research, Journal of Consumer Psychology, Journal of Consumer Research, Journal of Economic Behavior and Organization, Journal of Experimental Social Psychology, Journal of Interactive Marketing, Journal of Marketing, Journal of Marketing Research, Journal of Personality and Social Psychology, Journal of Public Policy and Marketing, Journal of Retailing, Journal of Research in Personality, Management Science, Managerial and Decision Economics, Marketing Letters, Perceptual and Motor Skills, Personality and Social Psychology Bulletin, Psychological Science, Research Grants Council of Hong Kong, Social Sciences and Humanities Research Council Grants, Society & Business, Society for Consumer Psychology Conferences.*

***e) External Reviewer for Tenure and Promotion Cases***

Numerous external reviews for tenure and promotion cases to Associate and Full Professor levels. Names of the faculty and schools involved are withheld to maintain anonymity.

***f) Internal Committees and Other Administrative Jobs***

Schulich PhD Program Director: 2022-25.  
Schulich Operating Committee: 2017-18, 2022-25.  
Schulich Executive Committee: 2022-25.  
Council of the Faculty of Graduate Studies, 2022-25.  
Director Schulich Behavioral Lab: 2022-present.  
Schulich Marketing Area Coordinator: 2017-18.  
Schulich Appointments, Promotions, and Tenure Committee (appointed): 2020-22.  
Schulich Appointments, Promotions, and Tenure Committee (elected): 2008-10, 2016-18.  
Schulich Marketing Subject Pool Coordinator: 2007-present.  
Schulich Undergraduate Student Affairs Committee: 2014-17, 2020.  
Schulich MBA Admissions Committee: 2010-11.  
Schulich Marketing Seminar Series Coordinator: 2009-11, 2015-17.  
Schulich Marketing Ph.D. Coordinator/Ph.D. Committee: 2011-13.  
FSU Strategy Committee for Marketing Department: 2006-07.  
FSU Marketing Ph.D. Committee: 2006-07.  
UBC BComm Review Committee 2003-04.  
UBC First Nations House of Learning Advisory Committee: 2003-04.  
UBC First Year BComm Committee: 2002-04.  
UBC Programs and Curriculum Committee: 2000-03.  
UBC Job search committee: 1996-2004.  
UBC Safety committee: 1999-2000.  
UBC Marketing workshop coordinator: 1997.

UBC Subject pool coordinator: 1996-2004.  
UBC Marketing Ph.D. coordinator: 1997-2004.

**g) Current Research Supervision**

Ph.D. Supervisor: None

Ph.D. Supervisory Committee: Jennifer Sedgewick (Marketing, Schulich)

**h) Past Research Supervision**

Ph.D. Supervisor: Cindy Chung (Initial placement: Nanyang Technical University)  
Robin Ritchie (Initial placement: Ivey, Western University)  
Laurence Ashworth (Initial placement: Smith, Queens University)  
Kelley Main (Initial placement: Schulich, York University)  
Andrew Wilson (Initial placement: St. Mary's, California)  
Sutapa Aditya (Initial placement: Long Island University, Brooklyn)  
Kamila Sobol (Initial placement: Concordia University)  
M. Saeid Kermani (Initial placement: Trent University).

Ph.D. Supervisory Committee: Andrew Hunter (Psychology, York University), Nukhet (Agar) Taylor (Marketing, Schulich), Sean Hingston (Marketing, Schulich), Joana Katter (Psychology, York), Andy Ng (Psychology, York), Andrew Smith (Marketing, Schulich), Jonathan Farrar (Accounting, Schulich), Hossam Ali-Hassan (MIS, Schulich), Melinda Andrews (Marketing, FSU), Laurie Barclay (OB, UBC), Ray Benedictus III (Marketing, FSU), Luke Conway III (Psychology, UBC), Sabrina Deutsch (OB, UBC), Jack Jiang (MIS, UBC), Nanda Kumar (MIS, UBC), Joseph Lajos (Marketing, INSEAD), Judy LePage (Interdisciplinary Studies, UBC), David Patient (OB, UBC)

Ph.D. Minor Research Area Project (Psychology, York): Joana Katter

Ph.D. Research Practicum (Psychology, York): Andy Ng, Alisha Salerno

Ph.D. Examination Committee: Julia Halilova (Psychology), Christina Lapytskaia Aidy (Psychology), Alisha Salerno-Ferraro (Psychology), Arundhati Bhattacharyya (Marketing), Amanda Early (Marketing), Donna Kwan (Psychology, York), Erin Darmondy (Marketing), Eric Li (Marketing), Curtis Phills (Psychology, York), Kyle Nash (Psychology, York), Sarah Scarborough-Wilner (Marketing), Yael Steinhart (Tel-Aviv University), Ron Dovell (Interdisciplinary Studies), Tim Dewhirst (Interdisciplinary Studies)

Ph.D. External Examiner: Patricia Rossi (Marketing, University of Reims), Maria Ortiz (Marketing, Concordia University), Ngan Vo (Marketing, U of Manitoba), Ekin Ok (Marketing, UBC), Poornima Vinoo (Marketing, Ivey, Western University), Fanny Cambier (Marketing, UC Louvain), Yoonji Shim (Marketing, University of British Columbia), David Lewis (Marketing, Laurier University), Jeff Rotman (Marketing, Ivey, Western University), Ping Dong (Marketing, Rotman, University of Toronto), Kelly Ki Yeon Lee (Marketing, University of Toronto), Harold Willaby (Psychology, University of Sydney), Jaiping (James) Liang (Marketing, Ivey, Western Ontario), Wenjing (Maggie) Liu (Marketing, Rotman, University of Toronto)

MSc/MA Thesis Committee: Lei Zhu (MIS, UBC), Justin Mullins (Psychology, York)

MBA Research Project: Adam Deremo, Andrew Lutzuk

MA Examination Committee: Zoe Fagnoli Brown (Psychology, York), Rahul Bose (Interdisciplinary Studies, York), Daniel Chiacchia (Psychology, York), Eldar Eftekhari (Psychology, York), Wafa Saoud (Psychology, York), Alex Basile (Psychology, York), Rebecca Young, (Psychology, York), Francine Karmali (Psychology, York), Kyle Nash (Psychology, York), Andy Ng (Psychology, York), Mike Prentice (Psychology, York)

***i) Media Interviews***

Various media interviews, including national radio and television (e.g., CBC, CBS, VTV, CTV), as well as numerous newspapers and magazines (e.g., Boston Globe, Canwest, Economist, Financial Post, Glamor, Globe and Mail, More Magazine, New York Times, Reuters, Toronto Star, Vancouver Sun, etc).

***X. MEMBERSHIP IN PROFESSIONAL ORGANIZATIONS***

Association for Consumer Research, Society for Consumer Psychology.