

CURRICULUM VITAE

June Cotte, Ph.D.

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EXPERIENCE

Associate Professor George and Mary Turnbull Faculty Fellow	Ivey Business School University of Western Ontario	2007-present
Assistant Professor	Ivey Business School University of Western Ontario	2001-2006
Assistant Professor	Moore School of Business University of South Carolina	1998-2001

EDUCATION

Ph.D.	Marketing, University of Connecticut	1998
M.B.A.	Marketing, University of Windsor	1994
B.B.A. (First Class Honors)	Marketing, Brock University	1990

HONORS, AWARDS, AND FELLOWSHIPS

AMA-Sheth Foundation Liaison, 2011-2012
Co-Chair, ACR Task Force, 2016 Conference
University of Western Ontario Faculty Scholar, 2010-2012
Co-Chair, ACR-AP Conference – 2011, Beijing
Faculty Fellow, American Marketing Association/Sheth Doctoral Consortium, 2008, 2010, 2011
Faculty Fellow, Society for Consumer Psychology Doctoral Consortium, 2010, 2011, 2012
Faculty Fellow, Association for Consumer Research Doctoral Consortium, 2011
American Marketing Association Academic Council Member, 2007-2010
Ivey Faculty Research Merit Award, 2008, 2009, 2011

George and Mary Turnbull Faculty Fellow, Ivey Business School, 2006-2011

MBA '83 Faculty Fellowship, Ivey Business School, 2004-2006

Case Writer of the Year, Asia Pacific Case Writing Competition, 2003

Excellence in Teaching, USC Mortar Board Honors Society, 1999-2000

USC Representative, Faculty Development in International Business: Brazil, Chile, Argentina, 2000

Honorable Mention, John A. Howard / AMA Doctoral Dissertation Award, 1999

Best Paper, International Research Seminar on Marketing Communications & Consumer Behavior, 1999

Best Paper, Nicosia Award - Association for Consumer Research Conference, 1998

Best Paper, Communicating with Customers Track, AMA Winter Educators' Conference, 1997

Fellow, American Marketing Association Faculty Consortium, 1999

Doctoral Student Teaching Award, University of Connecticut, 1996-1997

Fellow, American Marketing Association Doctoral Consortium, 1996

JOURNAL PUBLICATIONS

Trudel, Remi, June Cotte, and Kyle B. Murray (2012), "Minimal versus Maximal Goals in Consumer Satisfaction: The Role of Regulatory Focus in Consumer Satisfaction," (*International Journal of Research in Marketing*), forthcoming.

Noseworthy, Theo, June Cotte and Mark Lee (2011), "The Effects of Ad Context and Gender on the Identification of Visually Incongruent Products," *Journal of Consumer Research*, 38(August), 358-375.

Selected Media Coverage:

- Psychorg.com, Sciencedaily.com, Esciencenews.com, Redorbit.com, Ecnmag.com, Eurekalert.org, Newsguide.us, and Psypost.org carry story "'Don't Understand What the Product Is? Ask a Woman'", Jan. 19

Lee, Mark, June Cotte and Theodore J. Noseworthy (2010), "The Role of Network Centrality in the Flow of Consumer Influence," *Journal of Consumer Psychology*, 20(1), 66-77.

Selected Media Coverage:

- Physorg.com, Axcnews.com, and TMCnet.com carries story "Study on social networks shows popular people are influenced by others."

Cotte, June and Katherine Latour (2009), "Blackjack in the Kitchen: Understanding Online Versus Casino Gambling," *Journal of Consumer Research*, 35, (February), 742-758.

Selected Media Coverage:

- CBC Radio Metro Morning interview: Ont. government's decision to get into internet gambling, Aug. 11, 2010
- CHML Radio interview: Ont. government's decision to get into internet gambling, Aug. 11, 2010
- CJBK Radio interview: Ont. government's decision to get into internet gambling, Aug. 11, 2010
- CBC Radio Ottawa interview: Ont. government's decision to get into internet gambling, Aug. 11, 2010
- Toronto Sun interview on online and casino gambling, August 10, 2010
- London Free Press interview on online and casino gambling, August 10, 2010
- Canoe.ca quotes June Cotte on her research on online and casino gambling, August 10, 2010
- Globe and Mail website carries story "Legalize and regulate online gambling, study urges," July 15, 2008
- Washington Post website carries story "Legalize and regulate online gambling, study urges," July 15, 2008
- Boston Globe website carries story "Legalize and regulate online gambling, study urges," July 15, 2008
- Windsor Star carries story "Quebec's gamble; Taking a step too far," February 17, 2010
- CJPk radio London interview, July 28, 2008
- Las Vegas Review- "Professor urges legalizing Web betting," July 23, 2008
- Las Vegas Sun "Dressing down: Web gambling's hallmark," July 23, 2008
- CAQR talk radio in Calgary, July 22, 2008
- BNN's SqueezePlay: Taking Stock interviews June Cotte on gambling study, July 16 (TV)
- Winnipeg Free Press carries CanWest story "Online bets need regulations: study," July 16
- The Straits Times website, Singapore carries Reuters story "Legalize and regulate online gambling, study urges," July 16
- News24, South Africa carries Reuters story "Legalize and regulate online gambling, study urges," July 16
- CanWest.com website story "Ontario prof calls for online gambling rules," July 15
- Montreal Gazette carries CanWest story "Regulate online gambling, prof urges," July 15
- Ottawa Citizen carries CanWest story "Online gambling study bets on rules," July 15
- Calgary Herald carries CanWest story "Prof calls for regulation of online gambling," July 15
- Vancouver Sun carries CanWest story "Gamblers more active online than in casinos," July 15
- Global TV website carries CanWest story "Ontario prof calls for online gambling rules," July 15
- Reuters (Canada) article "Legalize and regulate online gambling, study urges," July 15 (also on Reuters (UK) and Reuters (India))
- AsiaOne website in Singapore carries Reuters story "Legalize and regulate online gambling, study urges," July 15
- The U.S. Daily website carries story "Legalize and regulate online gambling, study urges," July 15
- WebPro News, Kentucky carries story "Study urges legalizing online gambling," July 15

Trudel, Remi and June Cotte (2009), "Is It Really Worth It? Consumer Response to Ethical and Unethical Practices," *MIT/ Sloan Management Review*, 50 (2), 61-68.

Selected Media Coverage:

- Research cited in following newspapers: Winnipeg Free Press, Vancouver Sun, Mississauga Province, Calgary Herald, Ottawa Citizen, Montreal Gazette, August 19, 2010.
- Webcast and video interview to accompany research article on ethical consumption, *Wall Street Journal Business Insights*, May 12, 2008.
- Research cited in Knowledge@Wharton story on ethical consumption, February 20, 2008.
- Research cited in National Post story on ethical consumption, January 2008.
- Research cited in Canadian Press story "Shoppers Willing to Pay More for Ethical Products, Study Shows" (carried on CBC News, Canoe.ca, Brandon Sun, Canada East), January 2008.
- Research cited in Hamilton Spectator, January 14th, 2008, "Ethical Behavior Rewarded by Consumers."

Cotte, June, Tilottama G. Chowdhury, S. Ratneshwar, and Lisa Ricci (2006), "Pleasure or Utility? Time Planning Style and Web Usage Behavior," *Journal of Interactive Marketing*, 20 (1), 45-57.

Cotte, June, Robin Coulter, and Melissa Moore (2005), "Enhancing or Disrupting Guilt: The Role of Ad Credibility and Manipulative Intent," *Journal of Business Research*, 58 (3), 361-368.

Cotte, June, S. Ratneshwar and David Glen Mick (2004), "The Times of Their Lives: A Phenomenological Inquiry on the Nature and Role of Consumers' Timestyles," *Journal of Consumer Research*, vol. 31 (2), 333-345.

Cotte, June and Stacy Wood (2004), "Families and Innovative Consumer Behavior: A Triadic Study of Siblings and Parents," *Journal of Consumer Research*, vol. 31 (1), 78-86.

Cotte, June and S. Ratneshwar (2003), "Choosing Leisure Services: The Effect of Consumer Timestyle," *Journal of Services Marketing*, vol. 17 (6), 558-572. (Lead article)

Cotte, June and S. Ratneshwar (2001), "Timestyle and Leisure Decisions" *Journal of Leisure Research*, vol. 33 (4), 396-409.

Ratneshwar, S., Allan D. Shocker, June Cotte and Rajendra K. Srivastava (1999), "Product, Person, and Purpose: Putting the Consumer Back into Dynamic Theories of Market Behavior," *Journal of Strategic Marketing*, vol. 7, 191-208.

Cotte, June and S. Ratneshwar (1999), "Juggling and Hopping: The Created Meaning of Working Polychronically," *Journal of Managerial Psychology*, 14 (3/4), 184-204. (Lead article)

Cotte, June (1997), "Chances, Trances, and Lots of Slots: Gambling Motives and Consumption Experiences," *Journal of Leisure Research*, vol. 29 (4), 380-406.

Cotte, June (1996), "Evaluating TQM Programs with Brand Equity," *Business Journal*, vol. 13 (1/2), 25-31.

BOOKS, BOOK CHAPTERS, BOOK REVIEWS, AND OTHER PUBLICATIONS

- Cotte, June and Kathryn Latour (2012), "Gambling Myths vs. Reality: Implications for Transformative Public Policy," *Transformative Consumer Research for Personal and Collective Well-Being*, eds. David Glen Mick, Simone Pettigrew, Cornelia Pechmann and Julie L. Ozanne, Routledge: New York, 485-498.
- Lee, Seung Hwan (Mark) and June Cotte, Ivey Case # 9B09C020 "Please Stop Working So Hard!" in *Cases in Leadership, 3rd edition*, Glenn Rowe and Laura Guerrero (eds.), Sage Publications.
- Yi, Zhihong, Jing Jian Xiao, June Cotte and Linda Price (eds.) (2011), *Asia-Pacific Advances in Consumer Research*, Volume 9, Association for Consumer Research: Duluth, MN.
- Trudel, Remi and June Cotte (2008), "Is It Really Worth It? Consumer Response to Ethical and Unethical Practices," *Wall Street Journal Business Insights*, May 12.
- Cotte, June and Geoffrey Kistruck (2006), "The Meanings of Marketers: Depth Interviews with Executives," *Handbook of Qualitative Research Methods in Marketing*, ed. Russell Belk, Edward Elger Publishing: Northampton, Massachusetts, 465-475.
- Cotte, June and S. Ratneshwar (2000), "Timestyle and Consuming Leisure Time: Why Do We Do What We Do?" in *The Why of Consumption*, eds. S. Ratneshwar, David Glen Mick and Cynthia Huffman, Routledge: London and New York, 216-236.
- Cotte, June (2001), Book Review: "Rethinking Marketing: Qualitative Strategies and Exotic Visions," by Alf H. Walle III, *Journal of the Academy of Marketing Science*, vol. 29 (4), 420-421.
- Cotte, June (1998), Book Review: "Time for Life: The Surprising Ways Americans Use Their Time," by John P. Robinson and Geoffrey Godbey, *Journal of Marketing*, vol. 62 (3), 145-148.

DOUBLE-BLIND PEER-REVIEWED CONFERENCE PROCEEDINGS

ACR Proceedings:

- Whelan, Jodie, Miranda Goode and June Cotte (2012), "The Consumer Role," *Advances in Consumer Research*, forthcoming.
- Robinson, Stacey, Michael Giebelhausen and June Cotte (2011), "Shopping, Gambling or Shambling?" *Advances in Consumer Research*, forthcoming.
- Seung Hwan (Mark) Lee, June Cotte (2010), "Opinion Seeking in Consumer Networks", in *Advances in Consumer Research* vol. 38, eds. Darren W. Dahl, Gita V. Johar, and Stijn M.J. van Osselaer, Duluth, MN : Association for Consumer Research.
- Aimee Huff, June Cotte (2010), "Caught Between a Rock and a Hard Place: Adult Children's Consumption of Care Services for Their Elderly Parents", in *Advances in Consumer Research* vol. 38, eds. Darren W. Dahl, Gita V. Johar, and Stijn M.J. van Osselaer, Duluth, MN : Association for Consumer Research.
- Huff, Aimee and June Cotte (2010), "It's Been My Number One Source of Stress: The Decision to Pay for Care," *Advances in Consumer Research*, vol. 37 eds. Margaret C. Campbell, Jeff Inman, and Rik Pieters, Duluth, MN: Association for Consumer Research, 729-730.

- Noseworthy, Theo, Mark Lee and June Cotte (2010) "Context as a Source of Clarity: The Effects of Ad Context and Gender on Consumers' Processing of Product Incongruity," *Advances in Consumer Research*, vol. 37 eds. Margaret C. Campbell, Jeff Inman, and Rik Pieters, Duluth, MN: Association for Consumer Research, 400-405.
- Trudel, Remi and June Cotte (2008), "Reward or Punish? Willingness to Pay For Ethically-Produced Goods," *Advances in Consumer Research*, vol. 35 eds. Angela Y. Lee and Dilip Soman, Duluth, MN: Association for Consumer Research, 740.
- Trudel, Remi, Kyle Murray and June Cotte (2007), "The Effect of Regulatory Focus on Satisfaction," *Advances in Consumer Research*, vol. 35 eds. Angela Y. Lee and Dilip Soman, Duluth, MN: Association for Consumer Research, 231.
- Cotte, June and Robin Ritchie (2005), "Advertisers' Theories of Consumers: Why Use Negative Emotions to Sell?" *Advances in Consumer Research*, vol. 32 eds. Geeta Menon and Akshay R. Rao, Duluth, MN: Association for Consumer Research, 24-31.
- Papyrina, Veronika and June Cotte (2004), "Men and Women Watching and Reading: Gender, Media, And Message Effects in Advertising," *Advances in Consumer Research*, vol. 31 eds. Barbara E. Kahn and Mary Frances Luce, Valdosta GA, Association for Consumer Research, 509-510.
- Coulter, Robin, June Cotte and Melissa Moore (1999), "Believe It or Not: Persuasion, Manipulation and Credibility of Guilt Appeals," *Advances in Consumer Research*, vol. 26 eds. Eric J. Arnould and Linda H. Scott, Provo UT, Association for Consumer Research, 288-294.
- Ligas, Mark and June Cotte (1999), "The Process of Negotiating Brand Meaning: A Symbolic Interactionist Perspective," *Advances in Consumer Research*, vol. 26 eds. Eric J. Arnould and Linda H. Scott, Provo UT, Association for Consumer Research, 609-614. ***Nicosia Award for Best Paper***
- Cotte, June and S. Ratneshwar (1998), "Consumer Decisions on Discretionary Time: A Sociocognitive Perspective", *Advances in Consumer Research*, vol. 25 eds. Joseph W. Alba and J. Wesley Hutchinson, Provo UT, Association for Consumer Research, 268-275.

Other Double-Blind Peer-Reviewed Conference Proceedings:

- Lee, Mark and June Cotte (2009) "The Role of Network Centrality in the Flow of Consumer Influence," (2009 *Administrative Studies Association of Canada Conference Proceedings*.)
- Trudel, Remi and June Cotte (2008), "Reward or Punish? Willingness to Pay For Ethically-Produced Goods," (2008 *Society for Consumer Psychology Conference Proceedings*.)
- Trudel, Remi, Kyle Murray and June Cotte (2008), "Beyond Expectations: The Influence of Goal Orientation on Consumer Satisfaction," (2008 *Society for Consumer Psychology Conference Proceedings*.)
- Trudel, Remi and June Cotte (2007), "The Effect of Regulatory Focus on Satisfaction," (2007 *European Advances in Consumer Research Conference*).
- Liang, Jianping and June Cotte (2007), "When the Influencer Becomes the Influenced: An Explorative Study of Young Adults' Influence on Parents' Innovation Adoption," (*Administrative Studies Association of Canada 2007 Conference Proceedings*).

- Wiertz, Caroline, Vera Blazevic and June Cotte (2005), "Reactions to Online Interactions: Conceptualization and Scale Development of Online Interaction Propensity," (2005 *American Marketing Association Summer Educators' Conference Proceedings*).
- Cotte, June and Mark Ligas (2003), "Timestyle and Shopping Style," *European Advances in Consumer Research*, vol. 6 eds. Darach Turley and Stephen Brown, Valdosta GA, Association for Consumer Research, 89-95.
- Cotte, June and Robin Coulter (2001), "Reacting to Emotional Ads: Measurement and Gender Issues," *Proceedings of the Fourth International Research Seminar on Marketing Communications and Consumer Behavior*, eds. Christian Derbaix, Lynn R. Kahle, Dwight Merunka, and Alain Strazzieri, 153-168).
- Cotte, June and S. Ratneshwar (2000), "Exploring the Timestyle Construct: Operationalization and Measurement Issues," (Abstract) *2000 AMA Winter Educators Conference Proceedings*, eds. John P. Workman Jr. and William D. Perreault, 309.
- Cotte, June and Derrick Boone (2000), "Innovative Products and Consumer Timestyle: Impacts on Brand Equity," (Special Session on Brand Equity) *2000 Society for Consumer Psychology Conference Proceedings*, eds. Jeff Inman, Kelly Tepper, and Tommy Whittler, 36.
- Cotte, June and Stacy Wood (2000), "Families And Innovative Behavior: A Triad Study Of Influence," (Abstract) *2000 Society for Consumer Psychology Conference Proceedings*, eds. Jeff Inman, Kelly Tepper, and Tommy Whittler, 6.
- Cotte, June, Robin Coulter, and Melissa Moore (1999), "Enhancing or Disrupting Guilt: The Role of Ad Credibility and Manipulative Intent," *Proceedings of the Third International Research Seminar on Marketing Communications and Consumer Behavior*, eds. Yves Evrard, Wayne D. Hoyer and Alain Strazzieri, 90-103.
- Cotte, June and Mark Ligas (1999), "Temporal Style and Shopping Style: An Exploratory Study," (Abstract) *1999 Society for Consumer Psychology Conference Proceedings*, eds. Madhu Viswanathan, Larry Compeau and Manoj Hastak, 87-90.
- Cotte, June (1998), "Leisure Time Decisions: The Influence of Tempocognitive Structure", (Abstract) *Society for Consumer Psychology Conference Proceedings*, eds. Margaret C. Campbell and Karen A. Machleit, 204-206.
- Coulter, Robin, June Cotte, and Melissa Moore (1997), "Guilt Appeals in Advertising: Are You Feeling Guilty?" *1997 AMA Winter Educators Conference Proceedings*, eds. Debbie Thorne LeClair and Michael Hartline, 109-115.

CONFERENCE PRESENTATIONS

- Noseworthy, Theodore J., Karen Finlay, and June Cotte, "The Impact of Ambient Adjustments on the Temporal Monitoring of At-Risk Gamblers," (2011 *Association for Consumer Research Conference Special Session*).
- Giebelhausen, Michael D., Stacey Robinson, and June Cotte, "Shopping + Gambling = Shambling: The Online Context of Penny Auctions," (2011 *Association for Consumer Research Conference Special Session*).
- Huff, Aimee Dinnin and June Cotte, "The Ambivalent Role of Adult Siblings in Family Decisions about Elder Care," (2011 *Association for Consumer Research Conference Special Session*).

- Cotte, June “Gambling Beliefs Versus Reality: Implications for Transformative Public Policy” *10th Annual Alberta Gaming Research Institute Conference* (Banff, April 2010).
- Aparna, Marina, Vanessa Strike and June Cotte, “The Role of Time in Post-Merger Integration,” (2009 *Israel Strategy Conference*).
- Cotte, June “Socially Conscious Consumers,” (2009 Conference Board of Canada Western CSR Conference – May)
- Cotte, June “Socially Conscious Consumers,” (2009 Conference Board of Canada Eastern CSR Conference – April)
- Lee, Mark and June Cotte, “Moderating Role of Member Identification on the Relationship Between Network Centrality and Opinion Leadership / Satisfaction,” (2008 *Association for Consumer Research Conference Working Paper*).
- Liang, James and June Cotte, “An Investigation of College Students’ Influence on Parents’ Innovation Adoption,” (2008 *Association for Consumer Research Conference Working Paper*).
- Cotte, June, “To Market, To Market: Trends and Insights into Marketing Academia’s Job Market,” (2008 *American Marketing Association Summer Educators’ Conference*).
- Lee, Seung Hwan (Mark) and June Cotte, “Regretful Decision-Making: Post-Purchase Consumer Regret,” Poster presented at the *2008 Southern Ontario Behavioral Decision Research Conference*, Waterloo, Ontario.
- Cotte, June and Katherine Braun-Latour, “The Warrior, The Escape Artist, And The Hidden Addict: Gambling And The Movement Of Consumption Into The Private Sphere,” (2007 *Consumer Culture Theory Conference*).
- Cotte, June, “Casino Gambling: Meanings, Motives and Marketers,” (2006 *Association for Consumer Research Conference Special Session*).
- Cotte, June, Remi Trudel, and Cathy Ly, “Ethical Behaviors in Sales: A Dyadic Study,” (2006 *Administrative Sciences Association Conference*).
- Trudel, Remi and June Cotte, “Do Corporate Ethics Affect Consumer Purchase Decisions?” (2006 *International Conference on Corporate Responsibility and Global Business: Implications for Corporate and Marketing Strategy*, Working Paper)
- Cotte, June, “How Well Do We Know Each Other? Theory and Method in Dyadic Prediction” (2004 *Association for Consumer Research Conference Special Session*).
- Cotte, June and S. Ratneshwar, “Siblings’ Preferences in Leisure Goals and Activities: Similarity vs. Predictive Accuracy,” (2003 *SCP Conference Special Session*).
- Papyrina, Veronika and June Cotte, “Gender Differences in Responses to Advertising,” (2003 *SCP Conference*, Working Paper Presentation).
- Cotte, June, Tom Madden and Ted Allenbach, “Timestyles and Sales Teams: A Multi-Country Study,” (2001 *AMA Winter Educators Conference – presentation*).
- Cotte, June, S. Ratneshwar and Lisa Ricci, “The Role of Timestyle in Individual Differences in Web Usage Goals, Behaviors, and Experiences,” (2001 *SCP Conference – presentation*).

Ricci, Lisa, June Cotte and S. Ratneshwar, "Toward Understanding Individual Differences in Web Usage: The Case for Timestyle," (2000 *Association for Consumer Research Conference* - presentation).

Coulter, Robin, Gerald Zaltman, June Cotte and Melissa Moore (1998), "The Good, The Bad, and the Ugly: The Three Faces of Advertising," invited address - Advertising Special Interest Group - 1998 *American Marketing Association Summer Educators Conference*.

NEWSLETTER ARTICLES

Cotte, June (2008), "Reflections on the 2008 AMA Summer Educators' Conference," *Academics at AMA Newsletter*, American Marketing Association, November, Vol. 5, Number 3.

Cotte, June (2008), "What's Service All About?" *Academics at AMA Newsletter*, American Marketing Association, March/April, Vol. 5, Number 2.

Cotte, June (2008), "Finding a Co-Author," *Academics at AMA Newsletter*, American Marketing Association, Jan/Feb, Vol. 5, Number 1.

Cotte, June (2007), "Advice for First Year Doctoral Students," *Academics at AMA Newsletter*, American Marketing Association, Nov/Dec, Vol. 4, Number 6.

UNDER REVIEW OR IN PREPARATION

Under Review:

Wiertz, Caroline, Vera Blazevic, June Cotte and Ko de Ruyter, "Type To Me: Conceptualization and Scale Development of Online Interaction Propensity," (*Journal of Interactive Marketing*).

STATUS: Under review – *first round*

Robinson, Stacey, Michael Giebelhausen and June Cotte, "Shopping, Gambling or Shambling? An Introduction to Penny Auctions," (*Journal of Business Research*).

STATUS: Under review – *first round*

In Preparation:

Whelan, Jodie, Miranda Goode and June Cotte, "The Consumer Role," (*Journal of Consumer Research*)

Dinnin Huff, Aimee and June Cotte, "Consumption with Limited Choices and Limits on Choice: Adapting, Not Coping," (*Journal of Consumer Research*).

Cotte, June, "Online Gambling" Invited chapter for forthcoming book *The Digital Consumer*, Russell Belk and Rosa Llamas (eds.), Routledge.

Trudel, Remi, June Cotte, and John Cacioppo, "Consumer Willingness to Pay for Ethical and Unethical Products," (*Journal of Marketing*).

Dinnin Huff, Aimee and June Cotte, "Outsourcing Care: Economic and Emotional Aspects to Decisions on Elder Care," (*Journal of Consumer Research*).

- Noseworthy, Theodore J., June Cotte, and Karen Finlay, “When the Medium is Greater than the Message: The Impact of Atmospheric Parameters on Fantasy Engagement and Temporal Monitoring,” (*Journal of Consumer Research*).
- Noseworthy, Theodore J., Dante Pirouz, and June Cotte, “The Neuroscience of Gambling,” (*Journal of Consumer Research*).
- Leizerovici, Gail and June Cotte “Consuming Concerts: Investigating the Experiential Consumption Process,” (*Journal of Consumer Research*).
- Maxwell-Smith, Matthew, June Cotte and Allison Johnson, “System Justification Theory and Consumer Behavior,” (*Journal of Consumer Research*).
- Robinson, Stacey, Michael Giebelhausen and June Cotte, “Shambling: Penny Auctions and the Convergence of Gambling and Shopping” (*Journal of Consumer Research*).
- Janakiraman, Narayan, June Cotte and Theodore Noseworthy, “Temporal Estimates and Waiting for Services” (*Journal of Consumer Research*).
- Cotte, June, David A. Kenny, Tilo Ghose, and Ratti Ratneshwar, “Similarity, Predictive Accuracy, and Assumed Similarity: Analyzing Dyads in Marketing and Consumer Research,” (*Journal of Consumer Research*)

MENTORING AND FACULTY DEVELOPMENT

Teaching Mentor for Junior Faculty:

Coaching on course development, shadowing teaching to provide feedback, general mentoring for new Ivey faculty, webcast for on-boarding new faculty

Mentoring of Doctoral Students:

University of South Carolina – officially through the African American Professors Program
Ivey, University of Western Ontario – unofficially mentoring several Marketing doc students, as well as two students from General Management area

Faculty Liaison – American Marketing Association - Doctoral Student Special Interest Group (DOCSIG) – 2007-2010. Has involved guidance to docsig executive, as well as special session presentations on faculty development at AMA conferences

Column - Faculty and Doctoral Student Professional Development – AMA Newsletter, 2007 – 2009.

Graduate Supervision:

- PhD Supervisor: Mark Lee: Graduated 2010
- PhD Supervisor: Remi Trudel: Graduated 2009
- PhD Supervisor: Veronika Papyrina: Graduated 2007
- PhD Supervisor: Aimee Dinnin: 2007- present
- PhD Supervisor: Kendra Hart: 2007-present
- PhD Supervisor: Theodore Noseworthy: 2008-present
- PhD Supervisor: Jodie Whelan (with Thomson): 2009-present
- PhD Supervisor: Juan Wang (with Goode): 2009-present

December 6, 2011

PhD Supervisor: Gail Leizerovici: 2009-present
PhD Thesis Supervisory Committee, Kinesiology, Laura Wood, 2009-present
PhD Examination Committee (External): Renu Emile, Auckland University of Technology (2011)
PhD Examination Committee Chair, Chemistry - Jiaxin Li (2009)
MBA Research Project Supervisor – Jason Ravesi (2010)
MBA Research Project Supervisor – Gregory Smith (2009)
MBA Research Project Supervisor – Jacqueline Green (2006-2007)
MBA Research Project Supervisor – Benita Vesudeva (2004-2005)

MEDIA

Print, Online, Radio:

Quoted in *London Free Press*, “Rippers Ripped for Name,” Nov. 16, 2011.
Quoted in *National Post*, “Hockey Pools: Budget for It,” Gary Marr, April 17, 2010.
Personal profile in the *National Post*, “A Passion for Marketing Management,” March 30, 2010.
Quoted in the *Globe and Mail* on social networking, “Meet Your at the Virtual Mall,” Oct. 27, 2009.
Interview with 980 News Radio program on “Marketing and Manipulation,” March 26, 2007.
Quoted in *Ottawa Citizen*, February 3, 2007, “Super Bowl Ads to Appear Online,” Shannon Proudfoot, The Associated Press.
Research cited on *InternetRetailer.com*, January 23, 2007, “Consumers’ Time Planning Style.”
Research cited in *London Free Press*, December 19, 2006, “Time Short for Online Shoppers,” Hank Daniszewski.
Research cited in *Austin American Statesman*, December 17, 2006, “Online Mavens Stalk Bargains and Share Them,” Omar Gallaga.
Research cited in *Direct Marketing News*, December 11, 2006, “Holiday Shoppers Not Physically Shopping,” Giselle Abramovich.
Research cited in *PhysOrg.com*, December 7, 2006, “Online Shopping Habits Studied.”
Quoted in *Ottawa Citizen*, November 15, 2006, “There's Nothing to be Gained Using Ultra-Thin Models,” Suzanne Ma, The Associated Press.
Research cited in *The Globe and Mail*, October 1, 2006, “Monday Morning Manager,” Harvey Schachter.
Quoted in *Ottawa Citizen*, July 29, 2006, “Move Over Yuppies, Yupsters are Here,” Shannon Proudfoot, The Associated Press (reprinted in *Winnipeg Free Press*, *Montreal Gazette*, *National Post*).
Quoted in the *National Post*, Dec. 10, 2005, “We've been Ad: Election Pitches Fail to Inspire: 'Contrived': Conservative TV Spots called Worst among Bunch”.

Television:

CTV News – Expert Commentary on “London Rippers” Brand Introduction – Nov. 2011.
A-Channel London – Expert Commentary on Retail Concentration – September 2009.
Featured Guest, *Inquiry* Television Program, February 9, 2007, “Viral Marketing,” The A-Channel.
Featured Guest, *Inquiry* Television Program, October 28, 2006, “Cause-Related Marketing,” The A-Channel.

December 6, 2011

Expert Comment, *Today's Londoner* Television Program, November 21, 2006, "Gender Responses to Advertising," Rogers Cable.

Expert Comment, *Today's Londoner* Television Program, November 24, 2006, "Use of Licensed Music in Advertising," Rogers Cable.

CASES / TEACHING NOTES WRITTEN

Canada Goose: The South Korean Opportunity, Ivey Case 9B11A036
Hanson Productions – Pricing for Opening Day, Ivey Case 9B10A011
Hanson Productions – Pricing for Opening Day, Ivey Teaching Note 8B10A11
Struggling to Make the Best Buy, Ivey Case 9B10A010
Struggling to Make the Best Buy, Ivey Teaching Note 8B10A10
Please Stop Working so Hard! Ivey Case 9B09C020
Please Stop Working so Hard! Ivey Teaching Note 8B09C20
Terra-Bite Lounge: Pay What You Want Café, Ivey Case 9B09A013
Terra-Bite Lounge: Pay What You Want Café, Ivey Teaching Note 8B09A13
Canada Goose Inc.: At a Retail Crossroads, Ivey Case 9B09A012
Canada Goose Inc.: At a Retail Crossroads, Ivey Teaching Note 8B09A12
Habitat for Humanity London: The Challenge of Growth, Ivey Case 9B09A007
Nashville Predators: Marketing Strategy for an NHL Franchise, Ivey Case 9B09A006
Nashville Predators: Marketing Strategy for an NHL Franchise, Ivey Teaching Note 8B09A06
Kraft Coffee Pods (A) and (B), Ivey Teaching Note 8B06A19
Ions Consulting: The MP² Training Program, Ivey Case 9B07C029
Ions Consulting: The MP² Training Program, Ivey Teaching Note 8B07C29
Huadan Counterfeit Technology, Ivey Case 9B04M089
Huadan Counterfeit Technology, Ivey Teaching Note 8B04M089
Arthur Medical Supplies: The Unhappy Salesman, Ivey Case 9B04A009
Candym Enterprises: Falling Sales in Territory 61, Ivey Case 9B04A014
Candym Enterprises: Falling Sales in Territory 61, Ivey Teaching Note 8B04A014
Alchemy Training Firm, Ivey Case 9B04A015
Alchemy Training Firm, Ivey Teaching Note 8B04A015
Worldwide Equipment (China) Ltd.: A Sales Performance Dilemma, Ivey Case 9B02A028
Worldwide Equipment (China) Ltd.: A Sales Performance Dilemma, Ivey Teaching Note 8B02A28
Alarmforce: The Launch of Alarmfog, Ivey Case 9B03A010
Alarmforce: The Launch of Alarmfog, Ivey Teaching Note 8B03A10
Jindi Enterprises: Finding a New Sales Manager, Ivey case 9B03A009
Jindi Enterprises: Finding a New Sales Manager, Ivey Teaching Note 8B03A09

CONFERENCE ACTIVITIES

Co-Chair, 2011 Asia Pacific Association for Consumer Research Conference, Beijing, China, June 2011
Track Chair, Consumer Behavior Track, Academy of Marketing Science Conference, 2010
Track Chair, Special Interest Groups, American Marketing Association Summer Educator's Conference, 2010
Co-Chair, Roundtables, Association for Consumer Research Conference, 2009
Track Chair, International Marketing and Cross-Cultural Understanding Track, Marketing Management Association Conference, 2005
Program Committee, Association for Consumer Research Conference, 2003, 2005, 2009
Discussant, American Marketing Association Winter Educator's Conference, 2001, 2004
Session Chair, Association for Consumer Research Conference, 1999, 2001
Discussant, Association for Consumer Research Conference, 1997
Session Chair, Society for Consumer Psychology Winter Conference, 1997
Discussant, U.S. Competitiveness in the Global Marketplace Conference, 1994
Session Chair, U.S. Competitiveness in the Global Marketplace Conference, 1994

RESEARCH GRANTS

Social Sciences and Humanities Research Council - "Processing Form and Function in Advertising Contexts,"
Principal Investigator, 2011-2014, (\$70,462)
Social Sciences and Humanities Research Council - "The Paradox of Ethical Consumption: How Consumerism
Reduces Pro-Social Behavior Both Within and Beyond Consumer Contexts," Co-Investigator, 2011-
2014, (\$69,735)
Research Network for Business Sustainability – "Socially Conscious Consumers," Principal Investigator, 2008-
2009, (\$25,000)
Social Sciences and Humanities Research Council - "Self-Regulation in Consumer Goals, Motives, and
Decisions," Principal Investigator, 2007-2010, (\$66,000)
Social Sciences and Humanities Research Council - "Similarity, Predictive Accuracy, and Assumed Similarity:
Analyzing Dyads in Marketing and Consumer Research," Principal Investigator, 2004-2007, (\$76,800),
Proposal ranked 10th of 137 submitted.
Academic Development Fund, University of Western Ontario – Behavioral Lab Development (with Kyle
Murray), 2007 (\$60,200)
University of Western Ontario – SSHRC Reapplication Grant, 2003
University of South Carolina Sponsored Programs and Research Grant: 1998-1999
Center for International Business Education and Research (CIBER) Grant: 1999-2000

SERVICE TO THE PROFESSION

Editorial Review Board, *Journal of Consumer Psychology*, 2009-present

American Marketing Association Academic Council (elected), 2007-2010

Faculty Fellow (appointed) – American Marketing Association / Sheth Doctoral Consortium, 2008 and 2010

Faculty Fellow (appointed) – Society for Consumer Psychology Doctoral Consortium, 2010

Track Chair, Consumer Behavior, Academy of Marketing Science Conference, 2010

Co-Chair, Roundtable Proposals, Association for Consumer Research Conference, 2009

Chair, American Marketing Association / Howard Award Dissertation Proposal Competition, 2010

Associate Editor, Association for Consumer Research Website, “For Practicing Managers” section, 2004-2009

Editorial Review Board, *Canadian Journal of Administrative Sciences*, 2006-2009

Reviewer:

Journal of Consumer Research

Journal of the Academy of Marketing Science

Journal of Public Policy and Marketing

Research in Consumer Behavior

Leisure Sciences

Journal of Retailing and Consumer Services

Journal of Business Research

Marketing Letters

Journal of Marketing

Academy of Management Review

Journal of Consumer Behavior

Journal of Leisure Research

Journal of Retailing

Journal of Operations Management

Research in Consumer Behavior

External P&T Committees:

Queen’s University

Brigham Young University

York University

University of Manitoba

Fairfield University

Program Committee, Association for Consumer Research Conference, 2003, 2005, 2009

Assessor, Social Sciences and Humanities Research Council, Standard Grants Competition, 2004, 2005

Judge, Canadian Automobile Dealers Association Dealer Excellence Awards, 2009, 2010

Judge, 3M Canada Customer Excellence Awards, 2006

Reviewer / Judge, AMA – Howard Award Dissertation Proposal Competition, 2007, 2008

Reviewer / Judge, SCP - Sheth Foundation Dissertation Proposal Competition, 2000, 2001, 2003, 2004

Reviewer / Judge, ACR - Sheth Foundation Dissertation Proposal Competition, 1999, 2000

Reviewer, American Marketing Association Educators’ Conference

Reviewer, International Research Seminar on Marketing Communications and Consumer Behavior

Reviewer, Academy of Marketing Science Conference

Reviewer, Society for Consumer Psychology Conference

Reviewer, Association for Consumer Research Conference

Reviewer, Consumer Culture Theory Conference

SERVICE TO IVEY BUSINESS SCHOOL and UWO

Director, PhD Program, Ivey Business School, 2011-2014
Member, Provost Working Group on Western's Visual Identity 2011-2012
Promotion and Tenure Committee, 2009-2012
Research Policy Committee, 2009-2010, 2011-present
Teaching Excellence Committee, 2010
Instructor, Experience a Day at Ivey, Nov. 2009
Appointments Committee, 2008-2010
Recruiting/Mentoring Ivey faculty, 2003-present
PhD student recruiting, 2001-present
Organizational Structure and Governance Committee, 2005-2006
Director, Ivey Behavioral Research Lab and Subject Pool, 2003-2005
PhD Coordinator, Marketing Area Group, 2003-2008
PhD Comprehensive Examinations: creation and coordination (Marketing Area Group), 2003-present
Marketing PhD Program Curriculum – redesigned the area group program requirements and courses
Marketing PhD Program Website Redesign – entailed benchmarking best practices from top schools, and redesigning the website to offer a more comprehensive view of the area group and the program.
HBA Grade Appeals Committee, Spring 2005
PhD Program Curriculum Review Committee, 2004-2006
OGS/SSHRC Review Committee, 2004
MBA Student Recruitment, 2004
New Course Design (Term 4 Elective) Committee, Marketing Area Group
Judge, Smith Company Ivey Sales Awards, 2002-2004
Elective Themes Committee – MBA Curriculum Review Process – 2003-2004
BCG Internal Case Competition Judge – 2002-2006

TEACHING

Awards: Dean's Letter of Commendation for Teaching Excellence (3)

Executive Development

Ivey - Environment Canada Program (2011 – present)
Ivey - Hong Kong – Ivey Executive Program (2010)
Ivey - Hong Kong – Accelerating Management Program (2010)
CBI - custom client (Sept. 2009)
Ivey - ReConnect Program (CIBC) - 2008-present
Ivey – Tech Alliance: Entrepreneur 1.0 (2008-present)
Ivey - Ivey High Potential Managers Program (2005-2009)
Ivey - Breakthrough Customer Relationships, Magellan Aerospace (2006)
Ivey - Sales Management Program (2005-2007)
3M - Principles of Marketing - custom client (2005)

PhD

Ivey - Research Methods
Ivey - Judgment and Decision Making
Ivey - Marketing Theory and Strategy
Ivey - Consumer Behavior– session leader for various topics
Ivey - Independent Study in Qualitative Methods

EMBA

Ivey – Winning Through Marketing Management 9553
(Toronto and Hong Kong campuses)

MBA

Ivey - Sales Force Management 651
Ivey - Bio-Tech Stream - team-taught Marketing module

Undergraduate

Ivey - Sales Force Management 451
Ivey - Marketing Management 301
University of South Carolina: Personal Selling and Salesforce Management
University of Connecticut: Global Marketing Strategy; Principles of Marketing

PROFESSIONAL AFFILIATIONS

Association for Consumer Research
Society for Consumer Psychology
American Marketing Association
American Psychological Association
Academy of Marketing Science

OTHER EXPERIENCE

Board of Directors Habitat for Humanity London	2009-2010
Expert Assessor, Canadian Automobile Dealers Association Laureate Awards	2009-present
Consultant, Customer Satisfaction Research Union Gas Limited Created the strategic plan for a new customer satisfaction measurement and tracking system, including setting goals, targets, and implementation strategies.	Summer 1994
Supervisor, Marketing Research Union Gas Limited Managed a very large marketing research budget, and a staff of 7 full and part-time research analysts. Research projects included multivariate modeling based on large scale telephone surveys, as well as qualitative projects (focus groups and projective techniques).	March 1992 - Dec. 1994
Analyst, Industrial Sales Union Gas Limited Financial tracking, sales support, and direct purchase measurement tracking for the Industrial Group. Projects under analysis included large pipeline and shipping contracts, and natural gas cogeneration projects.	June 1990 - March 1992