

## MIRANDA R. GOODE

Richard Ivey School of Business  
University of Western Ontario  
1151 Richmond Street N.  
London, ON  
Canada, N6A 3K7  
Tel: 519-661-3965  
Fax: 519-661-3959  
Email: [mgoode@ivey.ca](mailto:mgoode@ivey.ca)

### EDUCATION

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Ph.D. in Marketing, Sauder School of Business, University of British Columbia, 2008

B. Mgt. (Marketing, great distinction), University of Lethbridge, 2003

B. Sc. (Biology, great distinction), Cooperative Education designation,  
University of Lethbridge, 2003

### RESEARCH INTERESTS

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Consumer learning, experiences and emotions  
New product judgment and adoption

### REFEREED JOURNAL ARTICLES

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Goode, Miranda R., Darren W. Dahl, and C. Page Moreau, "Innovation Aesthetics: The Relationship between Category Cues, Categorization Certainty and Newness Perceptions," *Journal of Product Innovation Management*, forthcoming.

Noseworthy, Theodore J. and Miranda R. Goode, (2011), "Contrasting Rule-Based and Similarity-Based Category Learning: The Effects of Mood and Prior Knowledge on Ambiguous Categorization," *Journal of Consumer Psychology*, 21(3), 362-371.

Goode, Miranda R., Darren W. Dahl, and C. Page Moreau, (2010) "The Effect of Experiential Analogies on Consumer Perceptions and Attitudes," *Journal of Marketing Research*, 47(2), 274-286.

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(3), 208-212.

Vohs, Kathleen D., Nicole L. Mead and Miranda R. Goode (2006), "The Psychological Consequences of Money," *Science*, 314 (5802), 1154-1156.

## CONFERENCE PRESENTATIONS & PROCEEDINGS

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Whelan, Jodie, Miranda R. Goode and June Cotte (October 2011), "The Consumer Role: Core Characteristics and Boundaries," Association for Consumer Research Conference, St. Louis, MS.

Hart, Kendra, Miranda R. Goode and Matthew Thomson (October, 2011), "Friends Who Tell Stories: The Liability of Positive Word of Mouth in Impacting Consumer Choice of Hedonic Experiences," Association for Consumer Research Conference, St. Louis, MS.

Hart, Kendra, Miranda R. Goode and Matthew Thomson (February, 2011), "Friends Who Tell Stories: The Liability of Positive Word of Mouth in Impacting Consumer Choice of Hedonic Experiences," Society for Consumer Psychology Winter Conference, Atlanta, GA.

Goode, Miranda R., Darren W. Dahl, and C. Page Moreau, (October, 2010), "Innovation Aesthetics: The Relationship between Category Cues, Categorization Certainty and Newness Perceptions," Association for Consumer Research Conference, Jacksonville, FL.

Lee, S.H. Mark and Miranda R. Goode, (February, 2010), "Positive Emotions and Sociability: Differences in Self Construal," Society for Consumer Psychology Winter Conference, St. Petersburg, FL.

Goode, Miranda R. and JoAndrea Hoegg, (February, 2009), "But What if You're Not Hot? Investigating Impression Formation in Online Dating," Society for Consumer Psychology Winter Conference, San Diego, CA.

Goode, Miranda R., Darren W. Dahl, and C. Page Moreau, (October, 2008), "The Effect of Experiential Analogies on Consumer Perceptions and Attitudes," Association for Consumer Research Conference, San Diego, CA.

Goode, Miranda R., Darren W. Dahl, and C. Page Moreau, (February, 2008), "The Effect of Experiential Analogies on Consumer Perceptions and Attitudes," Society for Consumer Psychology Winter Conference, New Orleans, LA.

Vohs, Kathleen D., Nicole L. Mead, and Miranda R. Goode,, (October, 2007) "Money Changes the Self," Association for Consumer Research Conference, Memphis, TN.

Vohs, Kathleen D., Nicole L. Mead, and Miranda R. Goode, (January, 2006), "The Effects of Money on the Self: Money Makes People More Independent and Less Interdependent," Society for Personality and Social Psychology Self Pre-conference, Palm Springs, CA.

Vohs, Kathleen D., Miranda R. Selinger (Goode), and Nicole L. Mead, (February, 2006), "The Mere Mention of Money and the Self," Society for Consumer Psychology Winter Conference, Miami, FL.

Selinger (Goode), Miranda R., Darren W. Dahl, and C. Page Moreau (October, 2006), "Is This Product Really New? A Study on the Effect of Category Information and Certainty on Newness Evaluations for New-to-Market Products," Association for Consumer Research Conference, San Antonio, TX.

Selinger (Goode), Miranda R. (February, 2003), "The Effects of Critical Reviews, Popular Appeal, Budget Size and Award Achievement on Box Office Revenues in the Film and Entertainment Industry," in *Proceedings of the Society for Consumer Psychology Winter Conference*, ed. Christine Page and Steven S. Posavac, New Orleans, LA: 52-53.

## **INVITED PRESENTATIONS**

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Goode, Miranda R., Darren W. Dahl, and C. Page Moreau, (January, 2010). "The Effect of Experiential Analogies on Consumer Perceptions and Attitudes," Department of Psychology, University of Western Ontario, invited talk.

Goode, Miranda R. (February, 2009), "Research and the Job Market," AMA Winter Marketing Educator's Conference, Tampa Florida, invited talk.

Goode, Miranda R. and JoAndrea Hoegg, (January, 2009), "But What if You're Not Hot? Investigating Impression Formation in Online Dating," Consumer Behaviour Winter Research Camp, Richard Ivey School of Business, University of Western Ontario, invited talk.

Goode, Miranda R., Darren W. Dahl, and C. Page Moreau, (November, 2008). "The Effect of Experiential Analogies on Consumer Perceptions and Attitudes," Schulich School of Business, York University, invited talk.

Vohs, Kathleen D., Nicole L. Mead, and Miranda R. Goode, (November, 2007), "Money Changes Personal and Interpersonal Behavior," Cornell University, Ithaca NY.

Goode, Miranda R., Darren W. Dahl, and C. Page Moreau, (October, 2007). "Is this Product Design Really New? A Study on the Effect of Visual Category Information on Newness Evaluations for New-to-Market Products," A conference on Consumer-Oriented Product Design, Center for Customer Insight and Marketing Solutions, University of Texas at Austin.

Vohs, Kathleen D., Nicole L. Mead, and Miranda R. Goode, (February, 2007), "The Psychological Consequences of Money," Institute for Research in Marketing Board of Directors meeting. University of Minnesota, Minneapolis MN.

## **WORKING PAPERS**

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Goode, Miranda R. and Mark Lee, "The Role of Self Construal in the Effect of Positive Emotions on Sociability."

## **WORK IN PROGRESS**

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Goode, Miranda R. and JoAndrea Hoegg, “The Effect of Gender, Information Order and Modality on Preferences in an Internet Dating Context.”

Hart, Kendra, Miranda R. Goode and Matthew Thomson, “Friends Who Tell Stories: The Liability of Positive Word of Mouth in Impacting Consumer Choice of Hedonic Experiences.”

Goode, Miranda R. and Juan Wang, “An Intrusion Account for Why Consumers Misremember Information Related to Experiences.”

Whelan, Jodie, Goode, Miranda R., and June Cotte, “The Consumer Role: Core Characteristics and Personal Boundaries”.

## **PUBLISHED CASES**

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Goode, Miranda R. and R. Chandrasekhar (2010), “Parle-G,” Ivey Management Services [Case Number: TBA]

Goode, Miranda R. (2010), “Teaching Note: Parle-G,” Ivey Management Services [Case Number: TBA]

Ball, Matthew and Miranda R. Goode (2009), “Microsoft Windows: The Launch of Windows 7,” Ivey Management Services [Case Number: 9B09A023]

Goode, Miranda R. (2009), “Teaching Note: Microsoft Windows: The Launch of Windows 7,” Ivey Management Services [Case Number: 8B09A023w]

Di Muro, Fabrizio, Kyle Murray and Miranda R. Goode (2009), “Strategic Planning at Apple Inc.,” Ivey Management Services [Case Number: 9B09A026]

Di Muro, Fabrizio, Kyle Murray and Miranda R. Goode (2009), “Teaching Note: Strategic Planning at Apple Inc.,” Ivey Management Services [Case Number: 8B09A026]

## **ACADEMIC HONOURS AND AWARDS**

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| 2011 | Award for Outstanding Contribution to the Canadian Journal of Administrative Sciences                |
| 2010 | Social Sciences and Humanities Research Council (SSHRC) Standard Research Grant Recipient - \$59,971 |
| 2010 | Award for Outstanding Contribution to the Canadian Journal of Administrative Sciences                |
| 2007 | Society for Consumer Psychology Dissertation Competition Winner                                      |
| 2007 | Winner of ASAC-CJAS PhD Research Grant Award   |
| 2006 | Social Sciences and Humanities Research Council (SSHRC) Doctoral Fellowship                          |

2006	AMA Sheth Doctoral Consortium Fellow, University of Maryland
2005	University Graduate Fellowship, University of British Columbia
2003	E.D. MacPhee Fellowship
2002	Chinook Summer Research Award
2002	Elmer Marquardson Research Scholarship
2002	Louise McKinney Scholarship
2001	Chinook Summer Research Award
2001	NSERC Industrial Undergraduate Research Award

## **TEACHING**

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Bus 3301 - Marketing Management (undergraduate course), Richard Ivey School of Business, University of Western Ontario  
 Bus 9834 - Consumer Behaviour (graduate course), Richard Ivey School of Business, University of Western Ontario  
 Comm 363 - Introduction to Marketing (undergraduate course), Sauder School of Business, University of British Columbia

## **SERVICE**

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Director of Participant Pool & Behavioural Lab, Richard Ivey School of Business (2008 – current)  
 Ad Hoc Reviewer, Journal of Product Innovation and Management, Journal of Consumer Psychology, Journal of Applied Social Psychology, Canadian Journal of Administrative Sciences (received award for “Outstanding Contribution as a Reviewer” 2010), Marketing Letters, Production and Operations Management  
 Judge, Canada’s Next Top Ad Executive, 2010  
 Reviewer, Marketing, ASAC Conference, 2007, 2008  
 Invited PhD Student Reviewer, Journal of Consumer Research (2006)  
 President of Ph.D. Student Society, University of British Columbia (2004-2005)  
 Subject Pool Participation Program Coordinator, Sauder School of Business (2004-2006)  
 Consultant, Community Futures Development Corp., Lethbridge, AB (2002)

## **GRADUATE STUDENT SUPERVISION**

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Juan Wange, (PhD, Marketing) – Co-Chair, Thesis Supervisory Committee, on-going  
 Fabrizio Di Muro (PhD, Marketing) – Thesis Supervisory Committee, 2010  
 Bharat Sud (PhD, Marketing) – Thesis Examination Committee, 2009  
 Sarah Miles (Masters, Psychology) – Thesis Examination Committee, 2009

## **PROFESSIONAL AFFILIATIONS**

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Association for Consumer Research  
 American Marketing Association  
 Society for Consumer Psychology

## **PROFESSIONAL EXPERIENCE**

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2006 Consulting – Agent Provocateur  
2001-2003 Marketing Research Assistant, University of Lethbridge  
1999-2002 Research Assistant, Agriculture & Agri-Food Canada, Lethbridge, AB  
2001 Marketing Manager, SciMed Laboratories Inc., Edmonton, AB