

KIRK KRISTOFFERSON

Assistant Professor of Marketing
Ivey Business School
Western University
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EMPLOYMENT

Assistant Professor of Marketing (2018 – Present)
Ivey Business School, Western University
London, ON, Canada

Assistant Professor of Marketing (2015 – 2018)
Arizona State University, W.P. Carey School of Business
Tempe, AZ, USA

EDUCATION

Ph.D., Marketing (Consumer Behavior), May 2015
University of British Columbia
Vancouver, BC

B. Comm (Hons.), With Distinction, May 2003
University of Manitoba
Majors: Marketing, Finance, International Business
Winnipeg, MB

RESEARCH INTERESTS

- Social Influence
- Impression Management
- Prosocial Behavior
- Persuasion
- Virtual Reality
- Social Comparison

REFEREED JOURNAL ARTICLES

Kristofferson, Kirk, Katherine White, and John Peloza (2014), "The Nature of Slacktivism: How the Social Observability of an Initial Act of Token Support Impacts Subsequent Prosocial Action," *Journal of Consumer Research*, 40(6), 1149-1166.

- Media Coverage: *Fast Company*, *Time Magazine*, *Harvard Business Review*, *Washington Post*, *Popular Science*, *Globe and Mail*, *National Post*, *Daily Mail*, *Science Daily*, *USA Today*, *Men's Health*, *CTV News*, *Science Codex*, *Psych Central*, *British Psychological Society*, *Science and News Magazine*, *The Consumerist*, *The Drum*
- Featured in *Journal of Consumer Research Curations: Morality and the Marketplace* (2014). Curator: Kent Grayson.

Kristofferson, Kirk, Brent McFerran, Andrea C. Morales, and Darren W. Dahl (2017), "The Dark Side of Scarcity Promotions: How Exposure to Limited Quantity Promotions Can Induce Aggression," *Journal of Consumer Research*, 43(5).

- Media Coverage: *Chicago Tribune*, *Boston Globe*, *CTV News*, *Vancouver Sun*, *CBS News*, *Fox News*, *Pittsburgh Post-Gazette*, *Wharton Business Radio*, *Austin Business Journal*

Kristofferson, Kirk, Cait Lambertson, and Darren W. Dahl (2018), "Can Brands Ever Squeeze Wine from Sour Grapes? The Importance of Self-Esteem in Understanding Envy's Effects," *Journal for the Association of Consumer Research*, 3(2).

- Media Coverage: *Vancouver Star*, *Toronto Star*, *Canvas8*, *Big Think*

BOOK CHAPTERS

Kristofferson, Kirk and Katherine White (2015), *Interpersonal Influences in Consumer Psychology: When Does Implicit Social Influence Arise?*, in *Cambridge Handbook of Consumer Psychology*, Rucker, Lambertson, and Norton.

Kristofferson, Kirk and Katherine White (2018), "Slacktivism", *SAGE Encyclopedia of the Internet*, 3v, ed. Warf. Beverly Hills, CA.

WORKING PAPERS AND PAPERS UNDER REVIEW

Kristofferson, Kirk, Michelle Daniels and Andrea Morales, "Positive Effects from Negative Virtual Experiences: How Virtual Reality Can Be Used Effectively in Marketing," Revise and resubmit, *Journal of Consumer Research*.

Kristofferson, Kirk and Lea Dunn, "The Brand That Wasn't There: How Product Displacement Positively Impacts Brand Outcomes," Revise and resubmit, *Journal of Marketing Research*.

Kristofferson, Kirk, Katherine White, Darren W. Dahl and Cait Lamberton, "It's Not You, It's Me: The Impact of Support Allocation on Consumer Prosocial Identity and Subsequent Support," Manuscript in preparation for submission at the *Journal of Consumer Research*.

Kristofferson, Kirk and Katherine White, "The Downstream Consequences of Basking in The Good Deeds of Another," Manuscript in preparation for submission to the *Journal of Consumer Psychology*.

SELECTED WORK IN PROGRESS

Kristofferson, Kirk, Andrea C. Morales, Brent McFerran, and Darren W. Dahl, "Can NFL Players be Viewed as Victims? How Camera Angles Can Increase Sympathy Towards Athletes," Target: *Journal of Consumer Research*.

Daniels, Michelle, Kirk Kristofferson and Andrea C. Morales, "I'm Just Trying to Help: When and Why Volunteer's Prosocial Bragging Leads to Negative Spillover Effects for Charitable Organizations," Target: *Journal of Consumer Research*.

Van der Sluis, Helen, Adriana Samper, and Kirk Kristofferson, "With Inclusion Comes Influence: The Psychological and Persuasive Consequences of Observable Disability in the Marketplace Target: *Journal of Consumer Research*.

Vossen, Alexander, Kirk Kristofferson and Darren W. Dahl, "The Impact of Perceived Social Presence on Embarrassing Information Search," Target: *Journal of Marketing Research*.

Castelo, Noah, Kirk Kristofferson, Kelley Main, and Katherine White, "The Impact of Assumed Identity Appeals on Charitable Support," Target: *Journal of Consumer Research*.

Hall, Matthew, Jamie Hyodo, and Kirk Kristofferson, "You Didn't Take My Advice? Examining Social and Product-Related Outcomes of Rejected Recommendations," Target: *Journal of Consumer Research*.

CONFERENCE PRESENTATIONS

Van der Sluis, Helen, Adriana Samper, and Kirk Kristofferson, "With Inclusion Comes Influence: The Psychological and Persuasive Consequences of Observable Disability in the Marketplace," *Society for Consumer Psychology* Conference, Savannah, GA, February 2019.

Hall, Matthew, Jamie Hyodo, and Kirk Kristofferson, "You Didn't Take My Advice? Examining Social and Product-Related Outcomes of Rejected Recommendations," *Society for Consumer Psychology* Conference, Savannah, GA, February 2019.

Sepehri, Amir, Rod Duclos, Kirk Kristofferson, and Hamid Elahi, "Pronouns in Fundraising Appeals - The Impact of I vs. S/He on Donations," *Society for Consumer Psychology* Conference, Savannah, GA, February 2019.

Castelo, Noah, Kirk Kristofferson, Kelley Main, and Katherine White, "Don't Tell Me Who I Am! When and How Assigning Consumers an Identity Backfires," *Association for Consumer Research* Conference, Dallas, TX, October 2018.

Daniels, Michelle, Kirk Kristofferson and Andrea C. Morales, "I'm Just Trying to Help: When and Why Volunteer's Prosocial Bragging Leads to Negative Spillover Effects for Charitable Organizations," *Association for Consumer Research* Conference, Dallas, TX, October 2018.

Van der Sluis, Helen, Adriana Samper, and Kirk Kristofferson, "Glass Houses: The Impact of Disability Perceptions on the Consumption Environment," *Association for Consumer Research* Conference, Dallas, TX, October 2018.

Kristofferson, Kirk, Andrea C. Morales, Brent McFerran, and Darren W. Dahl, "Can NFL Players be Viewed as Victims? How Camera Angles Can Increase Sympathy Towards Athletes," *Journal for the Association for Consumer Research* Prosocial Behaviour Conference, Whistler, BC, Canada, June 2018.

Daniels, Michelle, Kirk Kristofferson and Andrea C. Morales, "I'm Just Trying to Help: When and Why Volunteer's Prosocial Bragging Leads to Negative Spillover Effects for Charitable Organizations," *Journal for the Association for Consumer Research* Prosocial Behaviour Conference, Whistler, BC, Canada, June 2018.

Kristofferson, Kirk, Andrea C. Morales, Brent McFerran, and Darren W. Dahl, "Can NFL Players be Viewed as Victims? How Camera Angles Can Increase Sympathy

Towards Athletes," *Society for Consumer Psychology* Conference, Dallas, TX, February 2018.

Kristofferson, Kirk and Lea Dunn, "The Brand That Wasn't There: How Product Displacement Positively Impacts Brand Outcomes," *Society for Consumer Psychology* Conference, Dallas, TX, February 2018.

Kristofferson, Kirk, Andrea C. Morales, Brent McFerran, and Darren W. Dahl, "Can NFL Players be Viewed as Victims? How Camera Angles Can Increase Sympathy Towards Athletes," *Association for Consumer Research* Conference, San Diego, CA, October 2017.

Daniels, Michelle, Kirk Kristofferson and Andrea C. Morales, "I'm Just Trying to Help: When and Why Volunteer's Prosocial Bragging Leads to Negative Spillover Effects for Charitable Organizations," *Association for Consumer Research* Conference, San Diego, CA, October 2017.

Van der Sluis, Helen, Adriana Samper, and Kirk Kristofferson, "Glass Houses: The Impact of Disability Perceptions on the Consumption Environment," *Association for Consumer Research* Conference, San Diego, CA, October 2017.

- o *Best Working Paper Award Winner*

Kristofferson, Kirk, Michelle Daniels and Andrea Morales, "Positive Effects from Negative Virtual Experiences: How Virtual Reality Can Be Used Effectively in Marketing," *Society for Consumer Psychology* Conference, San Francisco, CA, February 2017.

Kristofferson, Kirk, and Katherine White, "Unintended Consequences of Indirect Impression-Management," *Society for Consumer Psychology* Conference, San Francisco, CA, February 2017.

Kristofferson, Kirk, Michelle Daniels and Andrea Morales, "Positive Effects from Negative Virtual Experiences: How Virtual Reality Can Be Used Effectively in Marketing," *Association for Consumer Research* Conference, Berlin, Germany, October 2016.

Kristofferson, Kirk, and Katherine White, "Unintended Consequences of Indirect Impression-Management," *Association for Consumer Research* Conference, Berlin, Germany, October 2016.

Kristofferson, Kirk, Katherine White, Cait Lamberton and Darren W. Dahl, "It's Not You, It's Me: The Impact of Support Allocation on Consumer Prosocial Identity and Subsequent Support," *Association for Consumer Research* Conference, Berlin, Germany, October 2016.

Kristofferson, Kirk, Brent McFerran, Andrea C. Morales and Darren W. Dahl, ““Only One Left – I’ll Fight You for It!”: Scarcity Promotion Advertising and Aggressive Behavior,” *Society for Consumer Psychology Conference*; St. Pete Beach, FL, March 2016.

Kristofferson, Kirk, and Katherine White, “I Shared What You Did Last Summer: Indirect Impression Management and Subsequent Prosocial Behaviors,” *Association for Consumer Research Conference*, New Orleans, LO, October 2015.

Kristofferson, Kirk, Brent McFerran, Andrea C. Morales and Darren W. Dahl, “The Dark Side of Marketing Tactics: Scarcity Promotions Induce Aggressive Behavior,” *Association for Consumer Research Conference*, Baltimore, MD, October 2014.

Kristofferson, Kirk, Katherine White and John Peloza, “The Nature of Slacktivism: How the Social Observability of an Initial Act of Token Support Affects Subsequent Prosocial Action,” *Society for Consumer Psychology Conference*; Miami, FL, March 2014.

Lamberton, Cait, Kirk Kristofferson, and Darren W. Dahl, “(Secretly) Blowing Out Candles To Make Ours Burn Brighter: The Relationship Between Envy, Self-Esteem, and Harming Behaviors,” *Association for Consumer Research Conference*; Vancouver, BC, October 2012.

Lamberton, Cait, Kirk Kristofferson, and Darren W. Dahl, “Squeezing Wine From Sour Grapes: Self-Esteem, Consolation Opportunities and Willingness-To-Pay for an Envied Product,” *Association for Consumer Research Conference*; St. Louis, MO, October 2011.

INVITED PRESENTATIONS

- Wilfred Laurier University, 2018
- ACR Pre-Conference Workshop on Consumer Neuroscience, 2018
- Governor General of Canada’s Conference on Charitable Giving, Rideau Hall, Ottawa, Ontario, Canada, 2017
- University of Kansas, 2016
- Arizona State University, 2014
- University of Texas at Austin, 2014
- Ivey Business School, Western University, 2014
- University of Arizona, 2014
- University of Iowa, 2014
- Georgia Institute of Technology, 2014
- San Diego State University Arizona State University, 2014

RESEARCH GRANTS AWARDED

Main, Kelley, Kirk Kristofferson, and Raymond V. Lavoie (2017), "Distinguishing the Types of Flow," Co-Investigator. SSHRC Partnership Development Grant, \$130,632.

Kristofferson, Kirk, Michelle Daniels and Andrea Morales (2016), "Positive Effects from Negative Virtual Experiences: How Virtual Reality Can Be Used Effectively in Marketing," Marketing Science Institute, \$7,500.

Spiliotopoulos, Valia, Kirk Kristofferson, Carson Woo, David Silver, Thomas Allard and Kathryn Martell (2012), "Assessment of Learning in Business Education". UBC Teaching and Learning Enhancement Fund, \$22,464.80.

Dahl, Darren W. and Kirk Kristofferson, "Untangling Envy" (2011). Co-Primary Investigator. UBC Sauder School of Business Internal Grant, \$8,150.

AWARDS AND RECOGNITION

- Best Working Paper Award, *Society for Consumer Psychology Conference*, 2018
- John W. Teets Outstanding Undergraduate Teaching Award, ASU 2016
- AMA-Sheth Foundation Doctoral Consortium Fellow, 2014
- UBC Killiam Graduate Teaching Award, 2013
- Shelby L. Brumelle Memorial Graduate Scholarship, 2013-14
- Anne and John Brown Fellowship in Diabetes and Obesity Related Research, 2013-14
- Hugo E. Meilicke Memorial Fellowship, 2013-14
- UBC E.D. McPhee Fellowship, 2010, 2011, 2012
- UBC University Graduate Fellowship, 2010, 2011, 2012

TEACHING INTERESTS

Consumer Behavior, Marketing Strategy, Marketing Analysis, Salesforce Marketing, Marketing Management, Sustainability Marketing, Social and Nonprofit Marketing

TEACHING

Arizona State University - Tempe

Instructor

Competitive Marketing Strategy (Marketing Capstone Course, Case Method)

- 2016:
 - Instructor Evaluation Score (Sec. 10927): 6.9/7.0
 - Instructor Evaluation Score (Sec. 10928): 6.8/7.0
- 2017:
 - Instructor Evaluation Score (Sec. 10828): 6.9/7.0
 - Instructor Evaluation Score (Sec. 10828): 6.8/7.0
 - Instructor Evaluation Score (Sec. 27647): 6.9/7.0
- 2018:
 - Instructor Evaluation Score (Sec. 10761): 6.8/7.0
 - Instructor Evaluation Score (Sec. 10760): 6.8/7.0
 - Instructor Evaluation Score (Sec. 23492): 6.8/7.0

University of British Columbia - Vancouver

Instructor

Consumer Behavior

- 2013 Instructor Evaluation Score: 4.7/5.0

Marketing Strategy (Case Method)

- 2015 Instructor Evaluation Score: 4.75/5.0
- 2015 Instructor Evaluation Score: 4.9/5.0

Guest Lecturer,

- Social and Nonprofit Marketing, 2010-2014
- Sales Force Management, (Exec. Ed, Sales and Marketing, 2015)

PROFESSIONAL AFFILIATIONS

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

SERVICE

- Associate Editor, CB Track, *American Marketing Association Winter Conference 2019*
 - Editorial Review Board member, *Journal of Retailing*
 - Journal Reviewer, *Journal of Consumer Research*
 - Journal Reviewer, *Journal of Marketing Research*
 - Journal Reviewer, *Journal of Consumer Psychology*
 - Journal Reviewer, *European Journal of Marketing*
 - Program Committee, *Association for Consumer Research Conference 2017, 2018*
 - Program Committee, *Society for Consumer Psychology Research Conference 2019*
 - Reviewer, *Association for Consumer Research, Annual Conference*
 - Reviewer, *Society for Consumer Psychology, Annual Conference*
 - Reviewer, *American Marketing Association, Summer Marketing Educators' Conference, San Francisco, CA, 2011, 2012*
 - Faculty Advisory Board member, *Sauder School of Business AACSB Accreditation Assurance of Learning*
 - Coordinator, *Marketing Behavioral Lab and Subject Pool, 2011-2014*
 - Co-President, *Sauder School of Business Ph.D. Students Society, 2011*
 - Student Keynote Speaker: *UBC PhD Recruitment Conference 2013*
 - PhD Representative: *EQUIS Accreditation Review*
 - Commerce Scholars Program, *Mentor to Undergraduate Researchers*
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SELECTED MEDIA COVERAGE

Print/Online

Canvas8 (London, UK) <https://www.canvas8.com/content/2018/06/29/science-of-envy.html>.

Chicago Tribune (Chicago, USA): <http://www.chicagotribune.com/business/ct-black-friday-aggression-1124-biz-20161123-story.html>

Fast Company (NY, USA): <http://www.fastcoexist.com/3021508/heres-an-idea/like-a-charity-on-facebook-youre-now-actually-less-to-actually-help>

Popular Science (USA): <http://www.popsci.com/article/science/just-liking-cause-doesnt-help-internet-slacktivism-harms-charities>

Globe and Mail (Canada): <http://www.theglobeandmail.com/report-on-business/careers/business-education/donors-like-to-show-support-for-causes-just-dont-ask-them-for-money/article15761051/>

Time Magazine (USA): <http://newsfeed.time.com/2013/12/16/facebook-launches-new-donate-button-asking-people-to-put-money-where-their-like-is/>

Harvard Business Review (USA): <http://blogs.hbr.org/daily-stat/>

Science Daily (USA):
<http://www.sciencedaily.com/releases/2013/11/131108091320.htm>

National Post (Canada): <http://news.nationalpost.com/2013/11/10/growing-a-moustache-to-raise-awareness-about-mens-health-actually-leads-to-slacktivism-new-ubc-study/>

Daily Mail (UK): [slacktivist-People-declare-support-charities-social-networking-sites-likely-donate-money.html](http://www.dailymail.co.uk/news/uknews/article-2311111-slacktivist-people-declare-support-charities-social-networking-sites-likely-donate-money.html).

Washington Post (USA): <http://www.washingtonpost.com/blogs/monkey-cage/wp/2014/03/12/does-slacktivism-work/>

CTV News (Canada): <http://www.ctvnews.ca/mobile/sci-tech/how-much-good-does-a-facebook-like-really-do-not-much-slacktivism-study-shows-1.1535302>

Men's Health (USA): <http://www.menshealth.com/best-life/charitable-donations>.

Science Codex (USA): http://www.sciencecodex.com/slackers_unite_how_fundraisers_convert_social_supporters_into_socially_active_citizens-123351

The British Psychological Society (UK): <http://www.bps.org.uk/news/does-facebook-reduce-charity-donations>

Psych Central (USA): <http://psychcentral.com/news/2013/11/11/dont-just-like-my-cause-do-something-slacktivists/61894.html>

Television

FOX News: <http://bit.ly/2f94Wl1>

CTV News (Canada): <http://www.ctvnews.ca/video?clipId=1045295>

Radio

Wharton Business Radio, Sirius XM
Consumer Talk, KGO San Francisco
CBC Radio, National
The Motts Show, Ontario, Eastern Canada
CKNW News Talk 980, Vancouver

INDUSTRY EXPERIENCE

2008 – 2010 Navitas World, International College of Manitoba
Marketing Manager, Africa/Middle-East/Sub-continent sales territories

2006 – 2007 Bavarian Hospitality Group
Assistant Manager

2002 – 2006 Investors Group Financial Services
Assistant Manager, National Marketing

CONSULTING EXPERIENCE

Flamingo, New York
200 Varick Street, Suite 602,
New York, NY 10014