

# KIRK KRISTOFFERSON

*Assistant Professor of Marketing*  
Ivey Business School  
Western University  
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## EMPLOYMENT

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*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

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*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

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

## PUBLICATIONS

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### 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 Lamberton, 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*

Sepehri, Amir\*, Rod Duclos, Kirk Kristofferson, Poornima Vinoo\*, and Hamid Elahi\* (2021), "The Power of Indirect Appeals in Peer-to-Peer Fundraising: Why "S/He" Can Raise More Money For Me Than "I" Can For Myself," *Journal of Consumer Psychology*.

\*denotes Ph.D. student

### 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, Lamberton, and Norton.

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

## PUBLISHED CASES

R. Chandrasekhar and Kirk Kristofferson (2020), "Ryff Inc.: Disrupting Product Placement," *Ivey Management Services* [Case No.: 9B20A074, Teaching Note: 8B20A074].

## WORKING PAPERS AND PAPERS UNDER REVIEW

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Fotheringham, Darima, Monika Lisjak, and Kirk Kristofferson, "Rage Against the Machine: When Consumers Sabotage Robots in the Marketplace," Manuscript under second-round review at the *Journal of Consumer Psychology*.

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

Kristofferson, Kirk and Lea Dunn, "The Brand That Wasn't There: The Impact of Brand Displacement on Marketing Outcomes," Manuscript in preparation for submission to the *Journal for the Academy of Marketing Science*.

Kristofferson, Kirk, Michelle Daniels and Andrea Morales, "The Opportunities and Limitations of Using Virtual Reality in Charitable Appeals," Manuscript in preparation for submission to the *International Journal of Research in Marketing*.

## SELECTED WORK IN PROGRESS

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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 Marketing Research*.

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*.

Kristofferson, Kirk and Katherine White, "The Downstream Consequences of Basking in The Good Deeds of Another," Target: *Journal of Consumer Psychology*.

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*.

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

## CONFERENCE PRESENTATIONS

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Van der Sluis, Helen, Adriana Samper, and Kirk Kristofferson, "Rethinking Perceptions of Disability: The Unintended Harm of Simplified Positive Inferences," *Society for Consumer Psychology* Conference, February 2021.

Fotheringham, Darima, Monika Lisjak, and Kirk Kristofferson, "Rage Against the Machine: When Consumers Sabotage Robots in the Marketplace," *Society for Consumer Psychology* Conference, February 2021.

Sepehri, Amir, Rod Duclos, Kirk Kristofferson, and Hamid Elahi, "How to Craft Online Fundraising-Messages," *Society for Consumer Psychology* Conference, February 2021.

Hall, Matthew, Jamie Hyodo, and Kirk Kristofferson, "You Didn't Take My Advice? Examining Social and Product-Related Outcomes of Rejected Recommendations," *Association for Consumer Research* Conference, Paris, France, October 2020.

Van der Sluis, Helen, Adriana Samper, and Kirk Kristofferson, "Rethinking Perceptions of Disability: The Unintended Harm of Simplified Positive Inferences," *Association for Consumer Research* Conference, Paris, France, October 2020.

Fotheringham, Darima, Monika Lisjak, and Kirk Kristofferson, "Rage Against the Machine: When Consumers Sabotage Robots in the Marketplace," *Association for Consumer Research* Conference, Paris, France, October 2020.

Kristofferson, Kirk and Lea Dunn, "The Brand That Wasn't There: How Product Displacement Positively Impacts Brand Outcomes," *Association for Consumer Research* Conference, Atlanta, GA, October 2019.

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, Atlanta, GA, October 2019.

Kristofferson, Kirk and Lea Dunn, "The Brand That Wasn't There: How Product Displacement Positively Impacts Brand Outcomes," *American Marketing Association Consumer Behavior SIG* Conference, Bern, Switzerland, July 2019.

Kristofferson, Kirk, Michelle Daniels and Andrea Morales, "Positive Effects from Negative Virtual Experiences: How Virtual Reality Can Be Used Effectively in Marketing," *Theory and Practice in Marketing* Conference, Columbia University, New York, NY, May 2019.

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.

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," *Society for Consumer Psychology Conference*, San Francisco, CA, February 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 Pelozza, "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

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- University of Glasgow, 2021
- University of Guelph, 2019
- 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
- Ivey Business School, Western University, 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

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Cotte, June, Kirk Kristofferson, and Matthew Sooy (2020), "Decision-Making Laboratory", John R. Evans Leaders Fund, \$232,171.

Kristofferson, Kirk and Darren W. Dahl (2019), "The Opportunities and Limitations of Virtual Reality in Charitable Appeals," , SSHRC Insight Grant, \$140,532.

Kristofferson, Kirk (2019), "With Inclusion Comes Influence: The Psychological and Persuasive Consequences of Observable Disability in the Marketplace," , SSHRC Explore Grant, \$6,963.36.

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

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- Ivey Academic Impact Award, 2019
- 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 & 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



## STUDENT MENTORING

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### PH.D.

Michelle E. Daniels, Ph.D. Dissertation Committee, Arizona State University  
(Placement: University of Alabama)

Zuzanna Jurewicz, Ph.D. Advisor, Ivey Business School, Western University  
(current)

Ethan Milne (Ph.D. Advisor, Ivey Business School, Western University (current)

Philippe Wodnicki (Ph.D. Advisor, Ivey Business School, Western University  
(current)

### UNDERGRADUATE HONOURS THESIS ADVISING

Troy Penny, Arizona State University

Kavitha Ramohalli, Arizona State University

Sydney Mamus, Arizona State University

## TEACHING

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### *Ivey Business School, Western University – London, ON*

Strategic Marketing (MBA Marketing Capstone Course, Case Method)

- 2021-present

Strategic Market Planning (HBA Marketing Capstone Course, Case Method)

- 2021-present

Marketing Management (HBA Core, Case Method)

- 2019-present

### *Arizona State University - Tempe*

Competitive Marketing Strategy (Marketing Capstone Course, Case Method)

- 2016-2018

### *University of British Columbia – Vancouver*

Consumer Behavior

- 2013

Marketing Strategy (Case Method)

- 2015

Social and Nonprofit Marketing

- 2010-2014 (Guest Lecturer)

Sales Force Management (Exec. Ed, Sales and Marketing)

- 2015 (Guest Lecturer)

## PROFESSIONAL AFFILIATIONS

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*Association for Consumer Research*  
*Society of Consumer Psychology*  
*American Marketing Association*

## SERVICE

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- Associate Editor, CB Track, *American Marketing Association Winter Conference 2019*
- Editorial Review Board member, *Journal of Retailing*
- Journal Reviewer, *Journal of Consumer Research*, *Journal of Marketing Research*, *Journal of Consumer Psychology*, *Journal of Marketing*, *Journal of the Association for Consumer Research*, *European Journal of Marketing*, *Journal of Business Research*, *Journal of Business Ethics*
- Program Committee, *Association for Consumer Research Conference 2017-21*
- Program Committee, *Society for Consumer Psychology Research Conference 2019-21*
- 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*
- PhD Representative: *EQUIS Accreditation Review*
- *Commerce Scholars Program, Mentor to Undergraduate Researchers*

## INDUSTRY EXPERIENCE

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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

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