

**MIRANDA R. GOODE**

Ivey Business School  
 Western University  
 1255 Western Rd.  
 London, ON, Canada, N6G 0N1

Tel: 519-661-3965  
 Fax: 519-661-3959  
 Email: [mgoode@ivey.ca](mailto:mgoode@ivey.ca)

**EMPLOYMENT**

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2017 – present	Associate Professor, Ivey Business School, Western University
2008 – 2017	Assistant Professor, Ivey Business School, Western University
Maternity Leaves:	Oct. 2010 – Oct. 2011; Apr. 2012 – Mar. 2013; Apr. 2014 – Feb. 2015

**EDUCATION**

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Ph.D. (Marketing), Sauder School of Business, University of British Columbia, 2008  
 B. Mgt. (Marketing, great distinction), University of Lethbridge, 2003  
 B. Sc. (Biology, great distinction), University of Lethbridge, 2003

**RESEARCH INTERESTS**

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Consumer Learning, Emotions & Emotion-Related Information in Consumption Contexts, Psychology of Money & Financial Decision Making

**REFEREED JOURNAL ARTICLES**

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Moorhouse, Michael, Miranda R. Goode, June Cotte, and Jennifer Widney, "Helping Those That Hide: Anticipated Stigmatization Drives Concealment and a Destructive Cycle of Debt," *Journal of Marketing Research*, forthcoming.

Andrea Lawlor, Tyler Girard, Philippe Wodnicki, and Miranda R. Goode, "Crisis Management: Personal Financial Well-Being and Public Attitudes toward Government Intervention," *International Journal of Sociology and Social Policy*, forthcoming.

Whelan, Jodie and Miranda R. Goode, (2021), "Reminders of Money Increase Patient Empowerment," *Canadian Journal of Administrative Sciences*, 39(1), 64-80.

Castelo, Noah, Katherine White, and Miranda R. Goode, (2021), "Nature Promotes Self-Transcendence and Prosocial Behavior," *Journal of Environmental Psychology*, (76) <https://doi.org/10.1016/j.jenvp.2021.101639>.

Goode, Miranda R. and Dan Iwasa-Madge, (2019), "The Numbing Effect of Mortality Salience in Consumer Settings," *Psychology & Marketing*, 36(6), 630-641.

Whelan, Jodie, Miranda R. Goode, June Cotte, and Matthew Thomson, (2016), "Consumer Regulation Strategies: Attenuating the Effect of Consumer Preferences in a Voting Context," *Psychology & Marketing*, 33(11), 899-916.

Goode, Miranda R., Kendra Hart, and Matthew Thomson, (2016), "Say no more! The Liability of Strong Ties on Desire for Special Experiences," *Journal of Consumer Psychology*, 26(1), 91-97.

Goode, Miranda R., Darren W. Dahl, and C. Page Moreau, (2013), "Innovation Aesthetics: The Relationship between Category Cues, Categorization Certainty and Newness Perceptions," *Journal of Product Innovation Management*, 30(2), 192-208.

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.

### **BOOK CHAPTERS & OTHER PUBLICATIONS**

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Goode, Miranda and Kelley Main (2020), "Introduction to the Special Issue – The Brave New World: How Shopping and Consumption is Evolving with Technology," *Canadian Journal of Administrative Sciences*, 37, 5-8.

Goode, Miranda R., Mansur Khamitov, and Matthew Thomson (2015), "Dyads, Triads and Consumer Treachery: When Interpersonal Connections Guard against Brand Cheating", in *Consumer Brand Relationships*, (Susan Fournier, Michael Breazeale and Jill Avery, Eds.), Routledge/Taylor & Francis.

### **SELECTED WORK-IN-PROGRESS**

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Jurewicz, Zuzanna, Goode, Miranda R. and Matthew Thomson, "A Tonic for the Highly Stressed: Memories of Extraordinary Group Experiences Lead to Greater Cohesion and Well-Being," under review.

Wang, Juan, Miranda R. Goode, and June Cotte, "Making Connections: The Influence of Event Sequence on the Pre-Purchase Evaluation of Extraordinary Experiences," under review.

Ethan Milne, Kirk Kristofferson, Miranda R., Goode, "Status-Seeking Aggression," working paper.

### **REFERREED CONFERENCE PRESENTATIONS (\*Denotes PhD Student)**

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Milne, Ethan\*, Kirk Kristofferson, and Miranda R. Goode, "Status-Seeking Aggression," *Society for Consumer Psychology Conference*, San Juan, Puerto Rico, 2023.

Milne, Ethan\*, Miranda R. Goode, and Kirk Kristofferson, "Retributive Philanthropy," *Society for Consumer Psychology Conference*, San Juan, Puerto Rico, 2023.

Jurewicz, Zuzanna\*, Kirk Kristofferson, and Miranda R. Goode, "Going Solo! Examining Basic Psychological Needs as Drivers of Solo vs. Social Experience Preference," *Society for Consumer Psychology Conference*, San Juan, Puerto Rico, 2023.

Wodnicki, Philippe\*, Miranda R. Goode, and Kirk Kristofferson, "'I Will Never Not Be Poor': Higher Inequality Leads Lower-Income Consumers to Give Up," *Society for Consumer Psychology Conference*, San Juan, Puerto Rico, 2023

Milne, Ethan\*, Kirk Kristofferson, and Miranda Goode (2022), "Status-Seeking Aggression," *Association for Consumer Research Conference*, Denver, CO.

Thomson, Matthew, Miranda R. Goode, and Zuzanna Jurewicz\* (2022), "A Tonic for the Highly Stressed: Memories of Extraordinary Experiences Lead Consumers to Greater Cohesion and Well-Being," *Behavioural Insights into Business for Social Good Conference*, Sauder School of Business, Vancouver, BC.

Thomson, Matthew, Miranda R. Goode, and Zuzanna Jurewicz\* (2021), "The Way We Were: Memories of Extraordinary Group Experiences Impact Cohesion and Well-Being," *Association for Consumer Research Conference*, Virtual.

Goode, Miranda R., Michael Moorhouse\*, Cotte, June, and Jennifer Widney (2020), "Helping Those that Hide: The Effect of Anticipated Stigmatization on Concealment and Debt Reduction," *Association for Consumer Research*, Virtual.

Goode, Miranda R., Michael Moorhouse\*, Cotte, June, and Jennifer Widney (2020), "The Debtor Identity: The Effect of Anticipated and Actual Stigmatization on Debtors and Debt Reduction Behaviors," *Society for Consumer Psychology Conference*, Huntington Beach, CA.

Castelo, Noah\*, Miranda R. Goode, and Katherine White (2019), "The Transcendent Self: The Influence of Exposure to Nature on Self-Serving Versus Prosocial Consumption," *Association for Consumer Research Conference*, Atlanta, GA.

Wang, Juan, Miranda R. Goode, and June Cotte (2019), "Making Connections: The Influence of Event Sequence on the Evaluation of Extraordinary Experiences," *Association for Consumer Research Conference*, Atlanta, GA.

Goode, Miranda R., Michael Moorhouse\*, June Cotte, and Jennifer Widney (2019), "The Effect of Stigmatization on Debtors and Debt Reduction Behaviours," *Insights into Business for Social Good Conference*, Vancouver, BC.

Moorhouse, Michael\*, Miranda R. Goode, June Cotte, and Jennifer Widney (2019), "Does Perceived Financial Well-Being Affect Progression in a Community-Based Debt Reduction Course?" *Society for Consumer Psychology Conference*, Savannah, GA.

Moorhouse, Michael\*, Miranda R. Goode, June Cotte, and Jennifer Widney (2019), "Does Perceived Financial Well-Being Affect Progression in a Community-Based Debt Reduction Course?" *American Marketing Association Winter Academic Conference*, Austin, TX.

Whelan, Jodie and Miranda R. Goode (2018), "Reminders of Money Lead Patients to Desire Greater Autonomy," *European Association for Consumer Research Conference*, Ghent, Belgium.

Wang, Juan, Miranda R. Goode, and June Cotte (October 2017), "Design an Experience Bundle: The Role of Experience Structure," *Association for Consumer Research Conference*, San Diego, CA.

Goode, Miranda R. (June 2017), "The Numbing Effect of Mortality Salience on Emotion Perceptions and Meaningfulness of a Special Experience," *Society for Consumer Psychology Boutique Conference*, New York, NY.

Wang, Juan, Miranda R. Goode, and June Cotte (February 2016), "Experiencing Experiences: Great Strategies for Designing, Purchasing, and Enjoying Experiences," symposium session, *Society for Consumer Psychology Conference*, St. Pete Beach, FL.

Goode, Miranda R., Kendra Hart, and Matthew Thomson (May 2015), "Good Intentions Gone Awry: The Negative Influence of Positive Word of Mouth," *7<sup>th</sup> Annual Rupert's Land Consumer Behaviour Symposium*, Winnipeg, MN.

Whelan, Jodie, Miranda R. Goode, June Cotte and Matthew Thomson (October 2014), "The Consumer Regulation Scale: Strategies for Regulating Responses to Consumption Cues," *Association for Consumer Research* Conference, Baltimore, MD.

Khamitov, Mansur\*, Miranda R. Goode, and Matthew Thomson (October 2014), "Investigating Brand Cheating in Consumer Brand Relationships: Triadic and Dyadic Approaches," *Association for Consumer Research* Conference, Baltimore, MD.

Khamitov, Mansur\*, Miranda R. Goode, and Matthew Thomson (May 2014), "Understanding Brand Infidelity: Triadic and Dyadic Perspectives on Consumer Brand Relationships," *Brands & Brand Relationships Annual Conference*, Boston University.

Whelan, Jodie\*, Miranda R. Goode, and June Cotte (October 2013), "Consumer Identity: Cues, Boundaries, and Salience," *Association for Consumer Research* Conference, Chicago, IL.

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* 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* 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* 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* 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* 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," *Society for Consumer Psychology* Conference, New Orleans, LA.

## INVITED PRESENTATIONS

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Moorhouse, Michael, Miranda R. Goode, June Cotte, and Jennifer Widney, "Helping Those that Hide: Anticipated Stigmatization Drives Concealment and a Destructive Cycle of Debt"

- George Washington University, January 2023
- NTU Singapore, January 2023
- 22<sup>nd</sup> Marketing in Israel Conference, December 2022
- ESSEC Business School, Paris, France, November 2022
- Said Business School Marketing Camp, Oxford University, September 2022
- HEC Montreal, September 2022

Zuzanna Jurewicz, Miranda R. Goode, and Matthew Thomson, "A Tonic for the Highly Stressed: Memories of Extraordinary Experiences Lead Consumers to Greater Cohesion and Well-Being,"

- UC Riverside School of Business, University of California, Riverside, January 2022
- Lazaridis School of Business and Economics, Laurier University, January 2022
- Kellogg School of Management, Northwestern University, December 2022
- Eli Broad College of Business, Michigan State University, February 2021

Lawlor, Andrea, Zuzanna Jurewicz, Philippe Wodnicki, Miranda Goode, and Michael Moorhouse, "Assessments of Financial Concern during the COVID-19 Pandemic,"

- COVID-19 Recovery and Resilience Workshop, Network for Economic and Social Trends, Western University, April 2021

Goode, Miranda R. and Dan Iwasa-Madge, "The Numbing Effect of Mortality Salience in Consumer Settings,"

- Asper School of Business, University of Manitoba, February 2018
- College of Business and Economics, University of Guelph, November 2017

Wang, Juan, Miranda R. Goode, and June Cotte, "Making Connections: The Influence of Event Sequence on the Pre-Purchase Evaluation of Extraordinary Experiences,"

- Harnessing Analytics Symposium, College of Business and Economics, University of Guelph, August 2017
- Consumer Behaviour Winter Research Camp, Ivey Business School, Western University, January 2017
- College of Business, University of Illinois at Urbana-Champaign, October 2016
- Desautels Faculty of Management, McGill University, March 2016

Whelan, Jodie, Miranda R. Goode, June Cotte, and Matthew Thomson, "Consumer Regulation Strategies: Attenuating the Effect of Consumer Preferences in a Voting Context,"

- Fuqua School of Business, Duke University, December 2013
- Department of Political Science, Western University, November 2013

Goode, Miranda R., Darren W. Dahl, and C. Page Moreau, "The Effect of Experiential Analogies on Consumer Perceptions and Attitudes,"

- Department of Psychology, Western University, January 2010
- Schulich School of Business, York University, November 2008

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

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, Ivey Business School, Western University.

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

- A conference on Consumer-Oriented Product Design, Center for Customer Insight and Marketing Solutions, University of Texas at Austin, October 2007

Vohs, Kathleen D., Nicole L. Mead, and Miranda R. Goode, "The Psychological Consequences of Money,"

- Institute for Research in Marketing Board of Directors meeting, University of Minnesota, February 2008
- Cornell University, November 2007

## **PUBLISHED CASES**

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Pradhan, Shivani and Miranda R. Goode (2020). "Dough T.O.: A Sweet Expansion Opportunity," Ivey Management Services [Case No.: 9B20A082, Teaching Note: 8B20A082]

Goode, Miranda R. and Emily Moscato (2020). "Aspire Food Group: Marketing a Cricket Protein Brand," Ivey Management Services [Case No.: 9B20A071, Teaching Note: 8B20A071]

Myles, Jessica and Miranda R. Goode (2020). "Multinational Beverage Inc.: An Orange Juice Dilemma," Ivey Management Services [Case No.: 9B20A057, Teaching Note: 8B20A057]

Goode, Miranda R. and Ken Mark (2019). "All or Nothing Brewhouse: Managing Beer Brands," Ivey Management Services [Case No.: 9B19A015, Teaching Note: 8B19A015]

Goode, Miranda R. and Ken Mark (2019). "Mixtape Social: Building Brands for Athletes and Companies," Ivey Management Services [Case No.: 9B19A012, Teaching Note: 8B19A012]

Goode, Miranda R., Taylor, Michael, and Ken Mark (2018). "Anheuser-Busch Inbev N.V.: The Budweiser Brand in Canada," Ivey Management Services [Case No.: 9B18A029, Teaching Note: 8B18A029]

Goode, Miranda R. and Dan Samosh (2012). "Mission Impossible: Measuring Social Media Return on Investment," Ivey Management Services [Case No.: 9B12A015, Teaching Note: 8B12A015]

Goode, Miranda R. and R. Chandrasekhar (2010), "Parle-G," Ivey Management Services [Case No: 9B10A022, Teaching Note: 8B10A22]

Ball, Matthew and Miranda R. Goode (2009), "Microsoft Windows: The Launch of Windows 7," Ivey Management Services [Case No: 9B09A023, Teaching Note: 8B09A023]

Di Muro, Fabrizio, Kyle Murray and Miranda R. Goode (2009), “Strategic Planning at Apple Inc.,” Ivey Management Services [Case No: 9B09A026, Teaching Note: 8B09A026]

## TEACHING

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### IVEY BUSINESS SCHOOL

Bus 9205 – Marketing Products & Services (MBA), on-going  
 Bus 9488 – Customer Insights Amid Disruption (MBA), on-going  
 Bus 3301 – Marketing Management (undergrad), 2008 – 2010; 2015 – 2021  
 Bus 9834 – Consumer Behaviour (PhD), on-going  
 Bus 9016 – Consumer Insights (MSc), 2014, 2016  
 Bus 4548 – Consumer Insights (undergrad), 2012, 2014  
 Ivey Executive Program – Open Enrollment, on-going  
 Executive Development – Understanding Your Customer, 2015 – 2019

### UNIVERSITY OF BRITISH COLUMBIA

Comm 363 – Introduction to Marketing (undergraduate), Sauder School of Business, 2006

## SERVICE TO THE PROFESSION

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Insight Grants Adjudication Committee, *Social Sciences and Humanities Research Council*, 2019, 2020, 2021  
 Associate Editor, *Society for Consumer Psychology* Winter Conference, 2021  
 Guest Co-Editor, *Canadian Journal of Administrative Sciences*, 2018/2019  
 - Special Issue, “The Brave New World: How Shopping and Consumption is Evolving with Technology”  
 Program Committee, *Association for Consumer Research* Conference, 2014, 2018  
 Program Committee, *Society for Consumer Psychology* Conference, 2015, 2021, 2023  
 Assessor, Social Sciences and Humanities Research Council Insight Grants, 2014  
 Reviewer, *Association of Consumer Research* Conference, 2009, 2010, 2013, 2015, 2016, 2017  
 Reviewer, *Society for Consumer Psychology* Dissertation Competition, 2013  
 Reviewer, *Academy of Marketing Science Conference*, 2010  
 Judge, Canada’s Next Top Ad Executive, 2010  
 Reviewer, *American Marketing Association* Winter Conference, 2009  
 Reviewer, John A. Howard Dissertation Competition, 2009  
 Reviewer, *Administrative Sciences Association of Canada*, 2007, 2008  
 Ad Hoc Reviewer, *Journal of Consumer Research*, *Journal of Marketing Research*, *Journal of Consumer Psychology*, *Journal of Product Innovation and Management*, *Journal of Applied Social Psychology*, *Canadian Journal of Administrative Sciences*, *Marketing Letters*

## SERVICE TO THE UNIVERSITY

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### IVEY BUSINESS SCHOOL

Ivey Promotion & Tenure Committee, 2020, 2021, 2022  
 Marketing Area Group Recruitment Committee, Chair, 2022  
 Ivey Equity, Diversity & Inclusion Advisory Council to the Dean, 2020, 2021, 2022  
 PhD Coordinator, Marketing Area Group, 2020 – ongoing  
 Ivey Curriculum Review & Program Committee, 2018, 2020  
 Ivey Teaching Task Force, 2019  
 Advisor, Annual HBA & MBA Student Experience Survey, 2014 – 2017  
 Faculty Director of Participant Pool & Research Lab, 2008 – 2014  
 Supervisor, HBA Research Project Course (Shirley Chen, 2012; Michelle Li, 2020; Anthony Tan, 2020)  
 Supervisor, MBA Research Project Course (Justin John, 2019)

Supervisor, Western Scholars Elective (Eva Xu, 2016)  
 Marketing Area Group Recruitment Committee, 2008, 2009, 2011, 2014, 2019, 2020  
 Advisor, Ivey Connects Program, 2008

#### UNIVERSITY-LEVEL

Steering Committee, Center for the Study of Political Behaviour, 2020/2021

#### GRADUATE STUDENT SUPERVISION & EXAMINATIONS

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Ethan Milne (PhD, Marketing) – Co-Chair, Thesis Supervisory Committee, on-going  
 Philippe Wodnicki (PhD, Marketing) – Co-Chair, Thesis Supervisory Committee, on-going  
 Zuzanna Jurewicz (PhD, Marketing) – Co-Chair, Thesis Supervisory Committee, on-going  
 Dallas Novakowski (PhD, Marketing, University of Calgary) – External Examiner, 2022  
 Poornima Vinoo (PhD, Marketing) – Thesis Examination Committee, 2022  
 Michael Moorhouse (PhD, Marketing) – Thesis Supervisory Committee, 2021  
 Mansur Khamitov (PhD, Marketing) – Thesis Examination Committee, 2018  
 Jeff Rotman (PhD, Marketing) – Thesis Examination Committee, 2017  
 Juan Wang, (PhD, Marketing) – Co-Chair, Thesis Supervisory Committee, 2016  
 Charan Bagga (PhD, Marketing) – Thesis Supervisory Committee, 2015  
 Jodie Whelan (PhD, Marketing) – Thesis Supervisory Committee, 2014  
 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

#### AWARDS & DISTINCTIONS

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2023	R.A. Barford Professor of Marketing, 2023 – 2026
2022	Social Sciences and Humanities Research Council (SSHRC) Insight Research Grant, Principal Investigator – \$98,359,
2022	SSHRC Explore Grant, Principal Investigator – \$6916
2021	SSHRC Insight Research Grant, Co-Investigator – \$69,662
2021	Dean’s Research Faculty Fellowship (2 units teaching relief x 3 yrs)
2018	SSHRC Insight Development Grant, Principal Investigator – \$56,670
2017	SSHRC Insight Research Grant, Principal Investigator – \$168,399
2016	SSHRC Insight Research Grant, Co-Investigator – \$91,200
2016	SSHRC Re-application Assistance Funding - \$5000
2014 – 2020	StarTech.com Professorship in Customer Insights
2013	Canadian Foundation for Innovation – Leaders Opportunity & Ontario Research Funds, Co-Applicant/Investigator - \$275,000
2013	David G. Burgoyne Faculty Fellow
2011, 2010	Award for Outstanding Contribution, Reviewer to the Canadian Journal of Administrative Sciences
2010	SSHRC Standard Research Grant, Principal Investigator – \$59,971
2007	Society for Consumer Psychology Dissertation Competition Winner, \$1200
2007	Winner of ASAC-CJAS PhD Research Grant Award, \$1000
2006	SSHRC Doctoral Fellowship, \$36,000
2006	AMA Sheth Doctoral Consortium Fellow, University of Maryland
2005	University Graduate Fellowship, University of British Columbia, \$16,000
2003	E.D. MacPhee Fellowship

#### PROFESSIONAL AFFILIATIONS

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Association for Consumer Research



American Marketing Association  
Society for Consumer Psychology

## RESEARCH IMPACT

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### SELECTED MEDIA COVERAGE

*Quarks & Co.*, popular Scientific TV program in Germany

*Bang Goes Theory*, Research replicated on a British Television Series

*Globe and Mail video in the Leading Thinkers Series – Selling Innovation*

<http://www.theglobeandmail.com/opinion/with-innovation-looks-can-define-function/article604363/>

*Ideas for Leaders*, [www.ideasforleaders.com](http://www.ideasforleaders.com)

Taylor, S. *The effect of experiential analogies on consumer perceptions and attitudes*,

[http://www.digitalanalyticsassociation.org/peer\\_reviewed\\_journal\\_13](http://www.digitalanalyticsassociation.org/peer_reviewed_journal_13).

*Tasly International – “Saying Less is More”*

<https://es-la.facebook.com/notes/tasly-international/saying-less-is-more/613855538763932>

Other outlets include CBC Afternoon Drive, *Global News Weekend*, *Economist*, *New York Times*, *NPR*, *Boston Globe*, *Globe and Mail*, *Star Tribune*, *BBC*, *Toronto Star*, *the Conversation*

### SELECTED BOOK COVERAGE

*Dollars and Sense* (2018), Dan Ariely

*Making Innovation Last* (2016), Hubert Gatignon

*Innovation Strategies in the Food Industry – Tools for Implementation* (2016),

A. R. H. Fischer and M. J. Reinders

*Design thinking: New Product Development Essentials from the PDMA* (2015),

M. E. H. Creusen

*Oxford Handbook of Thinking and Reasoning* (2012), Jeffrey Lowenstein

*Happy Money* (2013), Elizabeth Dunn & Michael Norton

*Analogy and Relational Reasoning* (2012), Keith J. Holyoak

*Thinking Fast and Slow* (2011), Daniel Kahneman

*Predictably Irrational* (2008), Dan Ariely

## PROFESSIONAL EXPERIENCE

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2006	Consulting – Agent Provocateur
2002	Consulting – Community Futures Development Corp., Lethbridge, AB
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