

**RESEARCH@IVEY**  
Behavioural Lab Report

**MAY 2025 TO  
APRIL 2026**

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## Mission and Strategic Goals

The Ivey Behavioural Lab (IBL) is a shared asset to support behavioral research from across many disciplines of research at Ivey. The primary goal is facilitation and support for Ivey faculty and their PhD students to enhance and increase their research productivity. This is accomplished by minimizing the cost and time involved in conducting behavioral research, delivering ethics and methodological advice and consultation, providing data collection facilities and equipment, maintaining two participant pools, maintaining access to online panels, hiring personnel to run studies and services. The IBL creates consistency in excellent record keeping and maintains high ethical standards for all behavioral research undertaken at Ivey. The IBL also provides excellent training opportunities for undergraduates seeking practical experience in research methodology. The IBL mission is to play a key role in contributing to Ivey's reputation for academic excellence, driving collaborations within Ivey as well as without, attracting the best scholars to Ivey and retaining that excellence here at Ivey.

## History and Background

Behavioural studies have been organized by faculty at the Ivey Business School since at least 2004 when records were first kept on the work in the lab. The IBL in its current form is due, in large part, to the work and perseverance of June Cotte who joined Ivey's Marketing Department in 2001. In 2013, Cotte and Miranda Goode were awarded a Canadian Foundation for Innovation, Leaders Opportunity Fund grant coinciding with the move to the new Richard Ivey Building on Western Road. The CFI grant provided funding to install a multi-room, well-equipped, permanent presence for the IBL.

A second CFI: John R. Evans Leaders Fund grant was awarded to June Cotte, Kirk Kristofferson, and Matthew Sooy in 2020. This second infrastructure grant renews the IBL commitment to its research community and reinvigorates the technology in the lab itself. The grant money replaces all computer equipment currently in the lab and creates an 8-unit psychometric suite as well as new mobile-ready field devices for both standard psychometric measures as well as virtual reality.

The IBL differs from the usual way that behavioral labs in social science are run because resources are pooled, and the logistics and management are taken care of by staff experienced in behavioral research and dedicated to the task of running and maintaining the lab. The lab is open for running studies all year long, Monday to Friday, 9am to 5pm. The IBL and staff are also available on other days or times for special research projects. Field studies are also possible (e.g., running in another part of the campus, the city, or outside of London). There are two participant pools, the student credit pool which runs from September to April and the paid pool of volunteers, that is accessible all year. In addition to these pools, we use Prolific for larger sample studies online. The lab itself is comprised of five rooms; one large testing space, two smaller testing spaces with psychometric capability and interview set up, a storage space, and an office space. Because the studies are organized and run through the Research Office who manages the lab there is significant time and cost savings for publication compared to the more traditional model of behavioral lab, which involves running separate labs

or scheduling a shared space and hiring students or staff for data collection. More specific information is available in Appendix A of this Report and internally on Learn for Ivey faculty.

## News and Selected Lab Activity Highlights

1. Personnel Change – We will be hiring a new full-time Lab Coordinator to assist the Lab Manager as the previous lab coordinator; Uma Jacoby left the lab mid-March of 2026 to start a new position in Toronto. This much needed position ensures that the lab can continue to grow and serve the Ivey research community.
2. Paid Pool – We continued outreach across campus to grow recruitment and reach more students and staff to join our Paid Pool. The lab organized a paid pool promotional event on March 6, 2026, at University College which attracted new signups. We also added participants from the credit pool who had completed their credits to the paid pool as the year progressed.

## Goals for May 2026 – April 2027

1. CPA- Fund – With the credit pool closed for the 2025–2026 testing season, IBL will focus on launching a mobile lab at the Donald K. Johnson center in Toronto over the coming months. This initiative is funded by the Chartered Professional Accountants of Ontario (CPA Ontario), which has provided corporate support for the purchase of equipment to develop the mobile lab located at the center. The mobile lab will benefit Ivey faculty and doctoral students by providing access to industry professionals and participants with specialized expertise. It represents an important opportunity to expand research access to these populations. The Ivey Behavioural Lab team is thrilled about this expansion and once again, extends sincere gratitude to Dr. Kun Huo and the CPA Ontario Board for their support of Ivey research.
2. Social media promotion – We will use every opportunity to promote the lab via different activities, including social media. The Research Office newsletter dedicates a section to the Behave Lab, featuring highlights of the lab in each edition.

## IBL Staffing – 2026/2027

In March 2026, the full-time Lab Coordinator (Uma Jacoby) departed the lab to take up a new position. The process of hiring the new lab coordinator has started to recruit the replacement and train them.

Overall, we had a team of 24 contracted volunteer research assistants for the fall and winter terms who were hired to assist in lab testing. We initially had 19 in the fall but 3 left due to school workload and 5 replacements were hired.

## Volunteer Research Assistants (September 2025- April 2026)

Sarah Arndt  
Gabriel Estioko  
Faizaan Faruqi  
Arian Firoozfar  
Jakob Goldstein  
Sophia Hao  
Amelie Huynh  
Stephanie Ji  
Arya Karia  
Divnoor Kaur Mashiana  
Rogina Kazemian  
Alexei Lisin

Arwen Zoe Milne  
Hannah Nguyen  
Kaitlyn Pancino  
Kevin Praveenkumar  
Diya Saha  
Myla Shearer-Lukiv  
Angelique Sinibaldi  
Sukhman Sunner  
Varun Vakil  
Abdul Wahaj  
Anastasia Yaremchak  
Giovanni Zangari

**Historical Credit Pool Report: 10 years** – Follows the academic year and reporting is from September of one year to April of the next. IBL record keeping extends back to 2004, but more specific records were kept from 2009 onwards and are available upon request. n/a indicates that data was not recorded and is not available.

	<b>2016-2017</b>	<b>2017-2018</b>	<b>2018-2019</b>	<b>2019-2020<sup>1</sup></b>	<b>2020-2021</b>	<b>2021-2022</b>	<b>2022-2023</b>	<b>2023-2024</b>	<b>2024-2025</b>	<b>2025-2026</b>
<b>Faculty users</b>	13	11	14	6	6	7	8	7	14	11
<b>PhD researchers</b>	n/a	5	3	4	7	4	5	3	7	6
<b>Other researchers<sup>2</sup></b>	n/a	6	3	1	0	1	1	1	3	1
<b>Number of studies<sup>3</sup></b>	19	15	15	18	22	28	31	22	23	26
<b>Undergraduate students in pool</b>	1421	1405	1392	2663	2754	2741	3014	3039	3013	3091
<b>Credits Available</b>	3653	3608	3566	4664	4889	4738	6628	6762	6712	6956
<b>Credits Run in lab<sup>4</sup></b>	3520	3346	3389	4309	4674	4336	6300.5	5570	5919.5	5872.5
<b>Credit by alternative review essay (or by volunteer RA)</b>	33	48	17	106.5 <sup>5</sup>	66.5	135	143.5	891 <sup>7</sup>	516	183.5
<b>Payments made to participants<sup>6</sup></b>	n/a	\$17,472	\$12,177	\$8917	\$2297	\$12,009	\$13,552	\$18,421	\$17,002	\$14,731
<b>External grant fees paid to IBL</b>	n/a	\$705	\$4,200	\$7,940	\$0	\$0	\$0	\$0	\$0	\$0

<sup>1</sup> Business 2257 students were added to the pool. Additionally, note that on March 13<sup>th</sup> we moved to online delivery of studies with the school shut down in response to the COVID-19 crisis.

<sup>2</sup> “Other” does not include co-authors outside of Ivey per se but rather more typically is former students or Ivey faculty who maintain a collaboration with a PI at Ivey.

<sup>3</sup> This number is not necessarily the total of unique studies since some studies include more than one survey/task to meet time requirements for credit. It is the number of studies offered as participation credit commitments to students.

<sup>4</sup> Does not include credits through research alternatives (written essays).

<sup>5</sup> The higher volume is due, in part, to the COVID-19 crisis which sent many students home early.

<sup>6</sup> For studies that include a monetary incentive. Rounded up to the nearest dollar. Records were not kept until 2017-2018.

<sup>7</sup> The high volume resulted from the lab allocating most of its capacity to a study addressing an FT 50 journal revision during the last five weeks of the winter term. Since the timeslots could only accommodate a few participants per session, students who had delayed completing their credits until the final quarter faced extreme competition for study timeslots and ended up submitting research papers instead.

**Credit Pool Participation Statistics** – The statistics in the following two tables are to illustrate the logistics involved in the planning and execution of the Credit Pool. This table does not include credits attained through research alternatives (written essays).

Month	Number of Testing Days	Number of Studies	Credits Granted	No Shows	Credits Available	Total Timeslots Unfilled
September 2025	21	6	853	123	89	178
October 2025	22	8	791.5	186	88.5	174
November 2025	15	8	936	255	258.5	516
December 2025	5	8	246	44	258	501
January 2026	20	8	1063.5	256	443	875
February 2026	15	3	399	161	1058	2116
March 2026	22	9	1240	413	964.5	1929
April 2026	7	7	343.5	72	488.5	977
<b>Sums</b>	<b>127</b>	<b>n/a</b>	<b>5872.5</b>	<b>1510</b>	<b>3648</b>	<b>7266</b>

**Table Notes**

**Number of Testing Days** – the IBL opened for testing on September 8<sup>th</sup>; in November we did not test during Reading Week. In December the last day of testing was December 5<sup>th</sup>; the IBL opened January 5<sup>th</sup> for testing. In February we did not test over Reading Week, the last day of testing in April was the 9<sup>th</sup> when the lab closed for credit by participation.

**Number of Studies** – no sum is provided here as this is the number of studies available each month and they are overlapping.

**Credits Granted** – credits from participation at a rate of 0.5 or 1.0 per study. That is, these represent timeslots that were offered wherein students showed up and participated.

**No Shows** – includes both excused and unexcused no shows.

**Credits Available** – is the number of credits left in the schedule and unused by students.

**Total Timeslots Unfilled** – credit timeslots offered by the IBL for which there were no signups (which could be either 0.5 or 1.0 credit), so this is a number of potential “participant” spots that were not taken by members of the Student Pool. This is to give a sense of participation (detailed in the next table) and the capacity we still have available to increase the credit pool size.

**Credit Pool Statistics 6 Years** – This table is useful for understanding the differences in participation by term and by class. Academic “year” is separated by gray tone (which also separates “pool”).

Term	Average % of Filled Timeslots	Range of % of Filled Timeslots	% of No-Shows	% Credits Completed by Class		
				BUS 1220	BUS 2257	HBA1
Fall 2020	73.8	37.1-100	8.0	36.5	45.3	26.4
Winter 2021	78.6	38.2-100	8.5	93.9	94.6	99.4
Fall 2021	74.6	20.7-100	7.6	37.9	37.7	29.4
Winter 2022	88.7	36.0-100	12.3	93.3	97.1	97.6
Fall 2022	79.4	54.7-98.8	9.0	36.4	43.1	34.6
Winter 2023	83.5	37.4-100	10.2	92.4	97.4	99.7
Fall 2023	56.9	33.2-100	10.0	30.1	47.6	37.4
Winter 2024	73.9	45.1-100	10.6	88.4	92.6	87.5
Fall 2024	83.24	57.06-100	8.33	58.16	39.8	26.99
Winter 2025	82.26	11.69-100	8.0	84.76	93.97	97.72
Fall 2025	86.43	0.045-100	10	26.6	49.2	41.1
Winter 2026	89.54	0.05-100	14	76.9	85.4	99

**Table Notes**

**Average % of Filled Timeslots** = ratio of number of timeslots filled by student participants to total number of timeslots offered on SONA, includes no-shows (i.e., total signups: total spaces offered).

**Range of % of Filled Timeslots** = studies vary fairly wildly based on the type of study. For instance, 1.0 credit studies are more likely to fill than those offering 0.5 credit, those with a monetary incentive are more likely to fill, and studies that require a particular number of participants to run will have fewer timeslots available and therefore are more likely to fill (this does not reflect the rare timeslots that were cancelled because a minimum number of participants failed to sign up because those are deleted from SONA).

**% of No-Shows** = filled timeslots include no-shows, not just those credited for participation, so this is the percentage of those timeslots wherein students did not show up or cancelled last minute.

**% Credits Completed by Class** = these are *cumulative* by academic year and based on the total number of credits available by class (e.g., in the academic year of September 2017 to April 2018 there were 607 HBA1 students enrolled, each of them requiring 2.0 credits for a total of 1214 credits. From September 2017 to December 2018, only 27.3% of those credits were fulfilled, 331 credits, and this number then rose to 97.3% by the end of testing in April 2018 when the total number of HBA1 credits completed was 1181). These include credits by participation and alternative.

**Historical Paid Pool Report** – The paid pool was created in 2013. Reporting is across the entire year from May of one year to April of the next year. n/a indicates that data is not available.

	<b>2016-2017</b>	<b>2017-2018</b>	<b>2018-2019</b>	<b>2019-2020</b>	<b>2020-2021</b>	<b>2021-2022</b>	<b>2022-2023</b>	<b>2023-2024</b>	<b>2024-2025</b>	<b>2025-2026</b>
<b>Faculty users</b>	n/a	6	5	6	0	4	5	2	2	n/a
<b>PhD researchers</b>	n/a	0	2	0	0	1	0	0	0	n/a
<b>Other researchers</b>	n/a	3	4	0	0	1	0	0	0	n/a
<b>Number of unique studies run</b>	12	9	21	12	0	4	7	3	1	n/a
<b>Credits Run<sup>1</sup></b>	1130	1079	1148	1048	0	346	512	480	200	n/a
<b>Payments made to participants</b>	n/a	\$13,886	\$17,549	\$10,659	0	\$3049.25	\$9473.50	\$7,398	\$2000 <sup>2</sup>	n/a

<sup>1</sup> Credits refer to participants run across studies and so the “credit” is assigned only for record keeping in our online Sona system subscription and allows us to track other data to remove inactive participants or those who are chronically late or not showing up to their scheduled appointments.

<sup>2</sup> Participants were compensated with Western Hospitality Services gift cards.

Although we did not run any studies directly through the IBL paid pool between May 2025 and April 2026, we posted recruitment for the *Relationships and Financial Matters* study during the summer of 2025 to help the researchers recruit participants.

## Appendix A: How the IBL Serves the Ivey Faculty

### IBL Services

The IBL runs research studies in lab, in field, and online for all Ivey research faculty. We maintain a roster of volunteer research assistants through the Volunteer Research Assistant Mentorship Program offered by the IBL. Through the fall and winter school terms we rely mainly on our Student Credit Pool for study participation, but we also have other sources of participants available. The IBL takes up four rooms plus a storage space on the lower level of the Ivey Business School and offers both large-scale testing spaces as well as smaller more intimate spaces for psychometric studies or interviews. We also have several software programs available and psychometric equipment includes eye tracking, skin conductance, and facial recognition. Our usual business hours are 8am to 5pm Monday to Friday but we are always open to alternate testing times if needed.

Below we offer more detail about the IBL services and resources starting with some basic terms we use to operationalize our work.

### IBL Terms and Definitions

**SONA**: This is an online subscription service to organize studies and times for testing. It serves as the interface between the lab and the participants. More information about SONA is found below in a section all about the IBL's two SONA subscriptions.

**CREDITS**: Participants are given "credit" for showing up to a study. For the student credit pool credits are needed for the end of year credit report sent to the class/course coordinators. The rate of credit is 1.0 credit (a "full" credit) for about 60 minutes of their time. The smallest unit of credit is 0.5 for about 30 minutes of time. For the paid pool, credits are also assigned, though they have no value, but they are the system of record keeping within the SONA system.

**NO SHOWS**: If participants fail to show up to their appointments, we assign them a No Show in the SONA system. These are either Excused No Show or Unexcused No Show. An Unexcused No Show has implications for the participant's account as two Unexcused No Shows will lock a participant out of the system for three weeks.

**TIMESLOT**: A timeslot refers to a specific testing appointment that participants sign up for in the SONA system. For instance, a timeslot might be 10am -11am on a specific day for a study that requires an hour of participant time.

SHIFT: A shift refers to a larger chunk of time in which there are likely to be multiple timeslots. For instance, an RA might be testing 4 hour-long contiguous timeslots on one particular shift, from 9am to 1pm. That period from 9am to 1pm constitutes a shift. To make life a little easier to organize, we have divided the week into 10 shifts, morning shifts are all 9am to 1pm and afternoon shifts are 1pm to 5pm. RAs are asked to commit to two shifts per term to be part of the Mentorship Program.

DIARY: A diary is a document that looks like a map of the computer workstations with a section for notes and entering information about the timeslot. A diary is meant to track what's happening in each timeslot; it is our observational record. Diaries are typically electronic and shared with researchers once the study is completed. If needed, we also have paper diaries available. Some particularly complex studies may have special diaries created just for that study. There are as many diaries per shift as there are timeslots per shift. Diaries also help to keep us ethically compliant.

## Volunteer Research Assistant Mentorship Program

In a typical year the IBL takes on between 10 and 20 undergraduates in our program. In August (and sometimes in April) we advertise the program to the Western community looking for interested students. There are no necessary qualifications to apply to the program except an interest in learning about research at the ground level and a willingness to volunteer 8 hours per week with us for fall and winter. Students submit their class schedules to the IBL with their applications, and we use these schedules to fill shifts. Ideally there are two RAs per shift which gives us maximum flexibility in running complex studies that require more than a single RA and run more than one simple study maximizing our spaces. Due to the increase in simultaneously running studies across all three labs over the past few years, we have increased hiring and now schedule three RAs per shift.

We offer a full day of training in September on ethics, general research methods including some of the special concerns of behavioural economics and lab regulations. We try to ensure that our volunteers get the widest possible experience and so that means training on as many individual studies as possible during their time with us. For all studies, specific procedures are made available on the IBL communication app for reading before first running a study. For particularly difficult or complex studies we may reserve lab time for training but more usually, for the first timeslot in which an RA encounters a new study, the Lab Coordinator or Lab Manager is training with the RA(s) in the timeslot. For the second timeslot next encountered by the RA, the Lab Coordinator or Lab Manager is in the room observing and providing guidance and help as needed while the RA runs the study. For the third timeslot the RA is considered fully trained for that study and is asked if they would like to have the Coordinator or Manager in the room for further assistance or if they are able to run on their own. RAs always have immediate access, if required, to either the Lab Coordinator or Manager using the communication app.

In December and in April, at the end of classes at Western, the IBL is closed to credit pool studies, and we hold an RA appreciation lunch. This is a lunch sponsored by Ivey

Research for both the faculty and researchers involved in the IBL and the RAs. This gives the RAs an opportunity to meet the faculty and PhD students they've been running studies for, and these researchers can discuss their work with the RAs, as well as answer any questions the RAs might have. It's also a good opportunity for the researchers to thank the RAs for the great work that they do, and the RAs always enjoy the opportunity to interact.

Our RAs are also available for other work if needed. The Lab Manager is often asked to supply assistance for other small research projects or related work such as data coding. Given that we want to offer our RAs a diverse set of experiences in their time with us we are often able to ask RAs to take on these jobs either as a part of their scheduled shift work or as paid work on their own time.

## The SONA System

We use two subscriptions to the online SONA system to coordinate participants and study sessions. Each participant receives a unique SONA identification code which is not associated with any personal information. This is a six-digit code that our RAs use to check study attendance. Only the Lab Manager and Lab Coordinator have access to personal information as administrators within the SONA system. We are ethically required to be able to tie participants to their data in such a way that their anonymity is preserved but also allowing us to remove their data post-consent if a participant elects to exercise their right to do so.

We can run many types of studies using the SONA system; in-lab studies, multi-part studies, online studies. Studies are "advertised" on the SONA system once it's been approved by the Lab Manager to start running. And once a study is approved, the Lab Manager becomes your Research Project Manager and takes care of advertising, recruitment, testing, and reporting.

## The Student Credit Pool

The Student Credit Pool consists of students from three classes at Western and at Ivey. This pool is available when classes are in session at Western. We typically do not run studies outside of this time (e.g., Reading Weeks, exam periods). All students in the pool acquire credits for their time in lab. Credits are assigned as 0.5 credit for a half hour or 1.0 credit for an hour of lab time.

Twice per year, August and November, the IBL sends out a mass email to all Ivey faculty and PhD students directing them to a Qualtrics survey in which they can request student credits for the fall (August email) and winter (November email) terms. Credits are allocated by the Lab Manager based on supply of credits and demand by faculty for use of credits. Typically, more credits are available in the winter term simply because more students take part in winter term than in fall term (this is about 60/40, winter/fall, split most years). In the survey, faculty are asked to request credits separately for each study they would like to

run in the lab. They are asked whether they are requesting half or full credits, their ideal and minimum credits required, and they're also asked for some basics about the study procedure as well as whether their study already has Western REB approval.

The students:

Business 1220 (Introduction to Business) – These Western students require 3.0 credits from the IBL. If they don't fulfill their credits, they lose a percentage off their final grade at a rate of 1% for every 0.5 credit.

Business 2257 (Accounting and Business Analytics) – These Western students require 2.0 credits from the IBL. They require the credits to pass their course. They used to require 1.0 credit, but the requirement increased recently to 2.0 to accommodate the high research credit demand.

HBA1 – These Ivey students require 2.0 credits to complete their requirements to advance to HBA2.

Information about the IBL and credits is shared with the students at the beginning of the year. There is a pdf handout about the Student Credit Pool as well as PowerPoint slides made for professors to use in class and/or put online. The IBL also maintains this information on their relevant public ivey.ca pages. In addition, the Lab Coordinator makes class visits to all 1220 and 2257 sections during the first week of classes to explain all this information to students and answer any questions.

Study timeslots are posted on SONA, and students sign up for studies by signing in with the login and password information they're sent in September. Students can cancel their timeslots on SONA or can cancel by contacting the lab directly before the timeslot. If a student fails to show up for their timeslot, or they're late for a timeslot that cannot take latecomers, then they are recorded as an unexcused no show in SONA. Two no shows automatically result in being locked out of SONA. They will no longer be able to sign in until the administrator unlocks their account three weeks later. Unlocking an account is achieved by changing one unexcused no show to an excused no show, thus leaving the student with one remaining unexcused no show on their account.

An ethical requirement of running a student pool of participants is that we must offer an alternative method to acquire credits that does not require study participation. There is a review paper component available for students who need to get credit but do not want to participate in studies. These are also tracked in the SONA system by the manual input of credits onto a student's account. Credit reports are sent to the class and course coordinators in April when the Student Credit Pool closes. This pool is archived for seven years and then deleted from the SONA system each year.

## The Paid Participant Pool

Though the paid pool can be used all year long, during the weeks that classes are in session, the student credit pool will take precedence in terms of what studies will run and when. This pool is made up of both students (undergraduate and graduate) and staff. This pool is advertised through a mailing list and IBL ivey.ca webpages, as well as at various times through posters across campus or other means. That is, people are invited to join the pool and by joining all they are agreeing to do is to receive emails from the Paid Pool SONA system when there are studies with timeslots available. They join the Paid Pool by filling in their information on a Qualtrics survey or contacting the IBL directly.

These participants are paid but control over the quality of participants comes via the credits and no shows that the SONA system records. That is, credits have no value, but they do record participation and therefore can be used as exclusionary measures for subsequent studies and unexcused no shows can be used to determine if a participant is chronically late or absent after signing up for timeslots. In the Paid Pool SONA system, a participant is automatically prevented from logging in after five unexcused no shows. There is no time passage associated with lifting the locked-out status. A participant in this pool is locked out until they contact the IBL. At this point the administrator can warn the participant about not showing up for timeslots and reinstate the participant's active status by changing one unexcused no show to an excused no show. This will leave the participants with four unexcused no-shows and will be locked again if they fail to show up without cancelling ahead of time. This pool is regularly "cleaned" for inactive accounts and participants can deactivate, or request deactivation, of their account at any time.

We are continuously working on expanding our Paid Pool. The usual Paid Pool recruitment has been done in the following ways with good success:

Posters across campus using Poster Patrol in the early Fall and Summer; Recruitment from the Credit Pool when debriefing is sent in April; Email recruitment to Ivey staff once every year or so.

Over the past few years, the following additional efforts were put forth:

In the summer of 2022, the lab ordered some swag to help promote the paid participant pool. This included 1800 QR codes, 500 behavioural lab branded stickers, 100 discounted Ivey branded hats, and 300 behavioural lab branded drawstring bags. These items have been included in the promotional event detailed below and will continue to be used while supplies last.

We booked space, specifically a booth, in the spring 2026 between 10:00-3:30 at the University Community Center. The booth was run by the lab volunteer RAs Jakob Peter Goldstein and Diya Saha. The booth used drawstring bags and candy to promote on-the-spot sign ups and achieved multiple sign ups.

## Grant-Funded Projects

The IBL is funded through Ivey Research. Faculty research that is funded internally is supported by Ivey Research and is eligible to be run in the lab. For research studies that are supported by external grants such as any Tri-Council grants, there was a charge per participant when the lab was under the management of Dr. Karen Hussey. These lab fees helped to support and maintain the IBL. That said, these fees were not charged to researchers since her retirement, but the fees will be reinstated. Lab fees also apply to any studies with non-Ivey PIs.

## Some Basic Logistics of Running in the IBL

Researchers will need to fill out the credit request survey or contact the Lab Manager in order to make use of the IBL services. Studies are run on a first-come, first-serve basis for the most part. Written procedures will be developed for each study run in the lab. These are used for training RAs and to make sure that there is complete clarity and understanding between researchers and the lab on the study procedure prior to testing.

The Lab Manager and Lab Coordinator create each week's schedule for testing in the lab. In order to maximize interest in and participation in the Student Credit Pool, a number of studies are offered at once unless a special project demands otherwise (e.g., use of another location or time sensitivity). This also takes best advantage of the nature of the Student Credit Pool over the course of each term. For instance, in the early fall we know that several students will be eager to take part either to get their credits completed or because of their inherent interest in research. Having only a single study running at one time, especially if it requires a large number of participants, would exhaust interest quickly and result in timeslots that were not maximizing space and RA shifts.

The Lab Manager handles all logistics of running studies in the lab with the aim of maximizing the use of IBL space and creating efficiencies that move studies through the lab as quickly and as effectively as possible. For most researchers, we would ask that you join the communication application we use for the lab in order to streamline the sharing of files, communicate directly and quickly about the study running, and so that the researcher can see when their study is running via the calendar in the app. Studies that are exceptionally short can be "piggy-backed" onto other studies with the approval of all researchers involved.

The Lab Manager will be included on the REB application as support staff. Though the researcher is the ultimate bearer of the ethical responsibility for treatment and care of the participants, it is in the establishment and use of consistent practices by the IBL that guarantees the core principles of concern for participant welfare and data security. Participants are known to RAs and researchers only by an anonymous code. This preserves anonymity. In order to preserve the participant's ongoing right to withdraw from a study even post-consent, the IBL tracks anonymous codes to computers at which the participant worked. In this way, if required, the Lab Manager can link data to a known

identification. Additionally, all observational diaries are based on locations in the lab, not participant identification. Participants remain anonymous to the researcher but have their right to withdraw preserved.

All but the simplest survey-based studies will result in observational diaries. These are turned over to the researcher once the study is completed. These are most likely digital but could be paper. Diaries are shared in a secure folder on the Ivey server with access only available to the researcher and the administrators of the IBL. Any financial records are also typically electronic and shared via secure folder or emailed to the researcher for grant accounting.

Because we have several eager students who do the bulk of the testing work through the Volunteer Research Assistant Mentorship Program, we can also supply RAs for other work such as data coding. Ivey researchers can speak to the Lab Manager about these arrangements, and the work can be done directly with the researcher or managed by IBL.

## Western Research Ethics

Any studies run in lab will need Western Research Ethics Board approval. REB applications are handled through the Western Research Ethics Manager (WREM) and the Research Officer in charge of the lab should be added to the REB application as well as Kathy Laid, the Research Officer who submits initial applications after review. The IBL offers help and advice on the WREM and REB processes. This help is available to faculty on Learn.

## Study Finances

When the IBL is running a study which requires payment to participants, we will ask the researcher to bring us enough cash, in the appropriate denominations, to cover the entire study prior to running. We have secure lockboxes for study funds. As new directions were provided by the Ivey internal REB board, the IBL is now collecting participants' confirmation of receiving compensation for paid studies. To maintain anonymity, students sign an electronic sheet that has their unique SONA IDs upon receiving compensation. Only the LM and LC have access and can track SONA IDs to participants' personal information in SONA (name, email address). We also created a spreadsheet to track individual payments, and an accounting of money received from the PI, used by the lab, and returned to the PI. This will be transmitted electronically to the PI once the study is complete and can be used for reconciling accounts with Finance.

## Appendix B: 2025/2026 Credit Pool Studies in Brief

Below is an overview of the credit-only research studies conducted in the Behavioural Lab from September 2025 to April 2026. The list is compiled by IBL staff in no particular order.

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**Study Title:** Company Perceptions

**Researcher Contact Information:**

Surveys 1-4 – Dr. Kirk Kristofferson, Principal Investigator, Marketing, [kkristofferson@ivey.ca](mailto:kkristofferson@ivey.ca); Dr. Miranda Goode, Principal Investigator, Marketing, [mgoode@ivey.ca](mailto:mgoode@ivey.ca); Daniel Zebian, PhD Student, Marketing, [dzebian.phd@ivey.ca](mailto:dzebian.phd@ivey.ca); Queenie Zhu, PhD Student, Marketing, [qzhu.phd@ivey.ca](mailto:qzhu.phd@ivey.ca); Ethan Milne, PhD Student, Marketing, [emilne.phd@ivey.ca](mailto:emilne.phd@ivey.ca).

**Related References:** Please contact the study's researchers for references.

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**Study Title:** Consumer Perceptions about Social Environments 2

**Researcher Contact Information:** Dr. Kirk Kristofferson, Principal Investigator, Marketing, [kkristofferson@ivey.ca](mailto:kkristofferson@ivey.ca); Dr. Miranda Goode, Principal Investigator, Marketing, [mgoode@ivey.ca](mailto:mgoode@ivey.ca); Queenie Zhu, PhD Student, Marketing, [qzhu.phd@ivey.ca](mailto:qzhu.phd@ivey.ca); Ethan Milne, PhD Student, Marketing, [emilne.phd@ivey.ca](mailto:emilne.phd@ivey.ca); Daniel Zebian, PhD Student, Marketing, [dzebian.phd@ivey.ca](mailto:dzebian.phd@ivey.ca).

**Related References:** Please contact the study's researchers for references.

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**Study Title:** Tournament Horizon and Strategy Development

**Researcher Contact Information:** Dr. Kun Huo, Principal Investigator, Managerial Accounting and Control, [khuo@ivey.ca](mailto:khuo@ivey.ca)

**Related References:**

Berger, L., Klassen, K. J., Libby, T., & Webb, A. (2013). Complacency and Giving Up Across Repeated Tournaments: Evidence from the Field. *Journal of Management Accounting Research*, 25(1), 143–167. <https://doi.org/10.2308/jmar-50435>

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**Study Title:** Multiple Problem-Solving Study (Sudoku)

**Researcher Contact Information:** Dr. Kun Huo, Principal Investigator, Managerial Accounting and Control, [khuo@ivey.ca](mailto:khuo@ivey.ca)

**Related References:** Please contact the study's researchers for references.

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**Study Title:** Investment and Reporting

**Researcher Contact Information:** Dr. Kun Huo, Principal Investigator, Managerial Accounting and Control, khuo@ivey.ca

**Related References:** Please contact the study's researchers for references.

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**Study Title:** Product Perception 1 & 2

**Researcher Contact Information:** Dr. Kirk Kristofferson, Principal Investigator, Marketing, kkristofferson@ivey.ca

**Related References:** Please contact the study's researchers for references.

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**Study Title:** Self-Gifting Study

**Researcher Contact Information:** Dr. Kirk Kristofferson, Principal Investigator, Marketing, kkristofferson@ivey.ca; Dr. Miranda Goode, Principal Investigator, Marketing, mgoode@ivey.ca; Daniel Zebian, PhD Student, Marketing, dzebian.phd@ivey.ca

**Related References:** Please contact the study's researchers for references.

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**Study Title:** Reading Study

**Researcher Contact Information:** Dr. Kirk Kristofferson, Principal Investigator, Marketing, kkristofferson@ivey.ca; Dr. Miranda Goode, Principal Investigator, Marketing, mgoode@ivey.ca; Ethan Milne, PhD Student, Marketing, emilne.phd@ivey.ca.

**Related References:** Please contact the study's researchers for references.

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**Study Title:** Investment Decisions

**Researcher Contact Information:** Dr. Guneet Nagpal, Principal Investigator, Marketing, gnagpal@ivey.ca; Daniel Zebian, PhD Student, Marketing, dzebian.phd@ivey.ca

**Related References:** Please contact the study's researchers for references.

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**Study Title:** Consumer Experience

**Researcher Contact Information:** Dr. Kirk Kristofferson, Principal Investigator, Marketing, kkristofferson@ivey.ca; Dr. Jamie Hyodo, Principal Investigator, jhyodo2@uwo.ca; Dr.

Miranda Goode, Principal Investigator, Marketing, mgoode@ivey.ca; Queenie Zhu, PhD Student, Marketing, qzhu.phd@ivey.ca;

**Related References:**

Berger, J., & Schwartz, E. M. (2011). What Drives Immediate and Ongoing Word of Mouth? *Journal of Marketing Research*, 48(5), 869–880. <https://doi.org/10.1509/jmkr.48.5.869>

Lovett, M. J., Peres, R., & Shachar, R. (2013). On Brands and Word of Mouth. *Journal of Marketing Research*, 50(4), 427–444. <https://doi.org/10.1509/jmr.11.0458>

Please contact the study's researchers for more references.

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**Study Title: Consumer Experience 2**

**Researcher Contact Information:** Dr. Kirk Kristofferson, Principal Investigator, Marketing, [kkristofferson@ivey.ca](mailto:kkristofferson@ivey.ca); Dr. Jamie Hyodo, Principal Investigator, [jhyodo2@uwo.ca](mailto:jhyodo2@uwo.ca); Dr. Miranda Goode, Principal Investigator, Marketing, [mgoode@ivey.ca](mailto:mgoode@ivey.ca); Dr. Yuqian Chang, Principal Investigator, Marketing, [ychang@ivey.ca](mailto:ychang@ivey.ca); Queenie Zhu, PhD Student, Marketing, [qzhu.phd@ivey.ca](mailto:qzhu.phd@ivey.ca); Phillippe Wodnicki, PhD Student, Marketing, [pwodnicki.phd@ivey.ca](mailto:pwodnicki.phd@ivey.ca); Ethan Milne, PhD Student, Marketing, [emilne.phd@ivey.ca](mailto:emilne.phd@ivey.ca)

**Related References:** Please contact the study's researchers for references.

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**Study Title: Consumer Prosociality and Moral Judgements**

**Researcher Contact Information:** Dr. Kirk Kristofferson, Principal Investigator, Marketing, [kkristofferson@ivey.ca](mailto:kkristofferson@ivey.ca); Dr. Miranda Goode, Principal Investigator, Marketing, [mgoode@ivey.ca](mailto:mgoode@ivey.ca); Ethan Milne, PhD Student, Marketing, [emilne.phd@ivey.ca](mailto:emilne.phd@ivey.ca)

**Related References:** Please contact the study's researchers for references.

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**Study Title: Identity and Workplace Experiences Study**

**Researcher Contact Information:** Dr. Barnini Bhattacharyya, Principal Investigator, Organizational Behaviour, [bbhattacharyya@ivey.ca](mailto:bbhattacharyya@ivey.ca)

**Related References:**

Bapuji, H., Chrispal, S., Attri, P. S., Ertug, G., & Soundararajan, V. (2024). An integrative review of management research on caste: Broadening our horizons. *Academy of Management Annals*, 18(2), 506-549.

Amis, J. M., Mair, J., & Munir, K. A. (2020). The organizational reproduction of inequality. *Academy of Management Annals*, 14(1), 195-230.

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**Study Title:** Study Title: Financial Lab Market 1 & 2

**Researcher Contact Information:** Dr. Matthew Sooy, Principal Investigator, Managerial Accounting and Control, msooy@ivey.ca

**Related References:**

Biondi, Y., Meijer, P., & Sooy, M. (2024). Understanding Confusion in Asset Price Bubbles. <https://ssrn.com/abstract=4789398> or <http://dx.doi.org/10.2139/ssrn.4789398>

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**Study Title:** Study Title: Sanction Decision Making Under Uncertainty

**Researcher Contact Information:** Dr. Matthew Sooy, Principal Investigator, Managerial Accounting and Control, msooy@ivey.ca

**Related References:** Please contact the study's researchers for references.

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**Study Title:** Consumer Preference 1 & 2

**Researcher Contact Information:** Dr. Kirk Kristofferson, Principal Investigator, Marketing, [kkristofferson@ivey.ca](mailto:kkristofferson@ivey.ca); Dr. Miranda Goode, Principal Investigator, Marketing, [mgoode@ivey.ca](mailto:mgoode@ivey.ca); Phillipe Wodnicki, PhD Student, Marketing, [pwodnicki.phd@ivey.ca](mailto:pwodnicki.phd@ivey.ca); Ethan Milne, PhD Student, Marketing, [emilne.phd@ivey.ca](mailto:emilne.phd@ivey.ca)

**Related References:** Please contact the study's researchers for references

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**Study Title:** Perceptions of Workplace Interactions in Virtual Reality

**Researcher Contact Information:** Dr. Shannon L. Rawski, Organizational Behavior, [srawski@ivey.ca](mailto:srawski@ivey.ca); Dr. Lucas Monzani, Organizational Behavior, [lmonzani@ivey.ca](mailto:lmonzani@ivey.ca); Vishal Sooknanan, Co-investigator, [vsooknan@uwo.ca](mailto:vsooknan@uwo.ca)

**Related References:**

Ashforth, B. E., & Anand, V. (2003). The normalization of corruption in organizations. *Research in Organizational Behavior*, 25(1), 1-52. [https://doi.org/10.1016/S0191-3085\(03\)25001-2](https://doi.org/10.1016/S0191-3085(03)25001-2)

Bowes-Sperry, L., & O'Leary-Kelly, A. M. (2005). To Act or Not to Act: The Dilemma Faced by Sexual Harassment Observers. *The Academy of Management Review*, 30(2), 288–306. <https://doi.org/10.2307/20159120>

Rawski, S., O'Leary-Kelly, A. M., & Breaux-Soignet, D. (2021). It's all fun and games until someone gets hurt: An interactional framing theory of work social sexual behavior. *The Academy of Management Review*, 47(4), 617–636. <https://doi.org/10.5465/amr.2019.031>

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**Study Title:** Visual Imagery & Consumer Behavior

**Researcher Contact Information:** Yuqian Chang, Principal Investigator, Marketing, [ychang@ivey.ca](mailto:ychang@ivey.ca)

**Related References:**

Wilson, E. O. (1986). *Biophilia*. Harvard University Press.

Chang, Y., & Durante, K. M. (2022). Why consumers have everything but happiness: An evolutionary mismatch perspective. *Current Opinion in Psychology*, 46, 101347.

Belk, R. (2018). Ownership: The extended self and the extended object. In *Psychological ownership and consumer behavior* (pp. 53–67).

Chen, Q., Wang, Y., & Ordabayeva, N. (2023). The mate screening motive: How women use luxury consumption to signal to men. *Journal of Consumer Research*, 50(2), 303–321.

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**Study Title:** Consumer Recommendations

**Researcher Contact Information:** Dr. Kirk Kristofferson, Principal Investigator, Marketing, [kkristofferson@ivey.ca](mailto:kkristofferson@ivey.ca); Dr. Miranda Goode, Principal Investigator, Marketing, [mgoode@ivey.ca](mailto:mgoode@ivey.ca); Queenie Zhu, PhD Student, Marketing, [qzhu.phd@ivey.ca](mailto:qzhu.phd@ivey.ca); Daniel Zebian, PhD Student, Marketing, [dzebian.phd@ivey.ca](mailto:dzebian.phd@ivey.ca).

**Related References:** Please contact the study's researchers for references.

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**Study Title:** Communicating Accounting Issues

**Researcher Contact Information:** Dr. Yi Luo, Principal Investigator, Managerial Accounting and Control, [ylo@ivey.ca](mailto:ylo@ivey.ca); Anudeep Sultania, Co-investigator, [asultania.mba2025@ivey.ca](mailto:asultania.mba2025@ivey.ca)

**Related References:** Please contact the study's researchers for references.

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**Study Title:** Workplace Nicknames

**Researcher Contact Information:** Zhe Zhang, Principal Investigator, Marketing, z Zhang@ivey.ca; Jingyi Lou, PhD Student, Marketing, jlou.phd@ivey.ca.

**Related References:** Please contact the study's researchers for references.

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**Study Title:** Charity Study

**Researcher Contact Information:** Dr. Kirk Kristofferson, Principal Investigator, Marketing, kkristofferson@ivey.ca; Dr. Miranda Goode, Principal Investigator, Marketing, mgoode@ivey.ca; Ethan Milne, PhD Student, Marketing, emilne.phd@ivey.ca.

**Related References:** Please contact the study's researchers for references.

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**Study Title:** Decision Making Task

**Researcher Contact Information:** Di Yang, Principal Investigator, Managerial Accounting and Control, dyang@ivey.ca

**Related References:** Please contact the study's researchers for references.

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**Appendix C: A Non-Exhaustive List of Knowledge Exchange from the IBL Publications**

**Bagga, C., Bendle, N., & Cotte, J.** (2018). Object valuation and non-ownership possession: How renting and borrowing impact willingness-to-pay, *Journal of Academy of Marketing Science*, 47, 97-117.  
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Berger, L., & **Huo, K.** (2017). The Effect of Relative Performance Information Type on Creative Problem-Solving.

Biondi, Y., **Meijer, P., & Sooy, M.** (2026). Understanding Misunderstanding In Experimental Asset Markets. *Journal of Economic Behavior & Organization*, 244, 107470.

Blazevic, V., Wiertz, C., **Cotte, J.**, de Ruyter, K., & Keeling D. I. (2014) GOSIP in cyberspace: Conceptualization and scale development of general online social interaction propensity, *Journal of Interactive Marketing*, 28, 87-100.

<https://doi.org/10.1016/j.intmar.2013.09.003>

Connors, S., **Khamitov, M., Thomson, M.,** & Perkins, A. (2021). They're just not that into you: How to leverage existing consumer–brand relationships through social psychological distance. *Journal of Marketing*, 85(5), 92-108. <https://doi.org/10.1177/0022242920984492>

Cowan, K., Ketron, S., Kostyk, A., & **Kristofferson, K.** (2023). Can you smell the (virtual) roses? The influence of olfactory cues in virtual reality on immersion and positive brand responses. *Journal of Retailing*, 99(3), 385-399.

**Duclos, R. & Khamitov, M.** (2019). Compared to dematerialized money, cash increased impatience in intertemporal choice, *Journal of Consumer Psychology* 29, 445-454. <https://doi.org/10.1002/jcpy.1098>

Fotheringham, D., Lisjak, M., & **Kristofferson, K.** (2020). Rage against the machine: When consumers sabotage robots in the marketplace. *ACR North American Advances*, 48, 714-715. <http://www.acrwebsite.org/volumes/2662517/volumes/v48/NA-48>

**Goode, M. R.,** Dahl, D. W., & Moreau, C. P. (2013). Innovation aesthetics: The relationship between category cues, categorization certainty and newness perceptions, *Journal of Product Innovation Management*, 30(2), 192-208. <https://doi.org/10.1111/j.1540-5885.2012.00995.x>

**Goode, M. R., Hart, K., & Thomson, M.** (2016). Say no more! The liability of strong ties on desire for special experiences, *Journal of Consumer Psychology*, 26(1), 91-97. <https://doi.org/10.1016/j.jcps.2015.04.001>

**Goode, M. R. & Iwasa-Madge D.,** (2019). The numbing effect of mortality salience in consumer settings," *Psychology & Marketing*. <https://doi.org/10.1002/mar.21201>.

**Goode, M., Moorhouse, M., Cotte, J., & Widney, J.** (2020). Helping those that hide: The effect of anticipated stigmatization on concealment and debt reduction. *ACR North American Advances*, 48, 370-371. <http://www.acrwebsite.org/volumes/2661688/volumes/v48/NA-48>

Guo, L., **Huo, K.,** & Libby, T. (2023). Cooperate or compete? The impact of vertical wage dispersion on employees' behavior in tournaments. *Management Accounting Research*, 58, 100817. <https://doi.org/10.1016/j.mar.2022.100817>

Hall, M., Hyodo, J., & **Kristofferson, K.** (2020). You didn't take my (uncertain) advice? Examining the effects of confidence and recommendation outcomes on recommender preferences. *ACR North American Advances*, 48, 1058-1053. <http://www.acrwebsite.org/volumes/2661982/volumes/v48/NA-48>

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- Huo, K.** (2020). Performance incentives, divergent thinking training, and creative problem-solving. *Journal of Management Accounting Research* 32(1), 159-176. <https://doi.org/10.2308/jmar-52479>
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- Jeffrey, J. & Thomson, M.** (2019). Integrating negative social cues in tobacco packaging: A novel approach to discouraging smokers. *Journal of Consumer Affairs* 53(4), 1380-1395. <https://doi.org/10.1111/joca.12232>
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- K Bagga, C., NastasoIU, A., Bendle, N., & **Vandenbosch, M.** (2020). Loyalty point spending and stockpiling—a construal perspective. *ACR North American Advances* 48, 62-65. <http://www.acrwebsite.org/volumes/2661177/volumes/v48/NA-48>
- Kristofferson, K.**, Daniels, M., & Morales, A. (2019). The opportunities and limitations of using virtual reality in charitable appeals. *ACR North American Advances*, 47, 175-179. <http://www.acrwebsite.org/volumes/2551497/volumes/v47/NA-47>
- Kristofferson, K.**, Daniels, M. E., & Morales, A. C. (2022). Using virtual reality to increase charitable donations. *Marketing Letters*, 33(1), 75-87. <https://doi.org/10.1007/s11002-021-09601-8>
- Kristofferson, K.**, & Dunn, L. (2019). The brand that wasn't there: The impact of product displacement on brand outcomes. *ACR North American Advances*, 47, 711-712. <http://www.acrwebsite.org/volumes/2547982/volumes/v47/NA-47>

**Kristofferson, K., & Dunn, L.** (2023). The brand that wasn't there: The Impact of brand displacement on viewer engagement and brand attitude, *Journal of the Academy of Marketing Science* 51(3), 716-745.  
<http://doi:10.1007/s11747-022-00901-7>

**Lee, M., Cotte, J., & Noseworthy, T. J.** (2010). The role of network centrality in the flow of consumer influence, *Journal of Consumer Psychology*, 20, 66-77.  
<https://doi.org/10.1016/j.jcps.2009.10.001>

**Milne, E., Kristofferson, K., & Goode, M. R.** (2025). Retributive Philanthropy. *Journal of Marketing Research*, 62(5), 918-936, <https://doi.org/10.1177/00222437251320021>.

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Nguyen, P., Wang, X., Li, X., & **Cotte, J.** (2018). When novices have more influence than experts: Empirical evidence from online peer reviews, *ACR North American Advances*, 46, 719-721.  
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**Noseworthy, T. J., Cotte, J. & Lee, M.** (2011). The effects of ad context and gender on the identification of visually incongruent products, *Journal of Consumer Research*, 38, 358-375. <https://doi.org/10.1086/658472>

**Noseworthy, T. J. & Goode, M. R.** (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.  
<https://doi.org/10.1016/j.jcps.2011.03.003>

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<https://doi.org/10.1016/j.ijresmar.2021.10.004>

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<https://doi.org/10.1002/jcpy.1232>

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**Taylor, K. M., Hajmohammad, S., & Vachon, S.** (2021). Activist engagement and industry-level change: Adoption of new practices by observing firms. *Industrial Marketing Management*, 92, 295-306.  
<https://doi.org/10.1016/j.indmarman.2020.05.007>

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<https://sloanreview.mit.edu/article/does-it-pay-to-be-good/>

**Trudel, R., Murray, K. B., & Cotte, J.** (2012). Beyond expectations: The role of regulatory focus in consumer satisfaction, *International Journal of Research in Marketing*, 29(1), 93-97. <https://doi.org/10.1016/j.ijresmar.2011.10.001>

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**Whelan, J., Goode, M. R., Cotte, J., & Thomson, M.** (2016). Consumer regulation strategies: Attenuating the effect of consumer references in a voting context, *Psychology & Marketing*, 33(11), 899-916. <https://doi.org/10.1002/mar.20927>

Xu, L., Zhao, S., **Cotte, J.**, & Cui, N. (2023). Cyclical time is greener: The impact of temporal perspective on pro-environmental behavior. *Journal of Consumer Research*, 50(4), 722-741. <https://doi.org/10.1093/jcr/ucad016>

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**Zhang, Z.**, & Du, S. (2024). The Effects of Nicknaming in the Workplace on Perceived Supervisor Communitarity and Employee Well-being. Available at SSRN 4929259.

## Book Chapters

**Goode, M. R., Khamitov, M., & Thomson, M.** (2015), Dyads, triads and consumer

treachery: When interpersonal connections guard against brand cheating. In *Strong brands, strong relationships*, (Susan Fournier, Michael Breazeale and Jill Avery, Eds.), Routledge/Taylor & Francis.

**Kristofferson, K., & Dunn, L. H. (2024).** Brand Displacement. In *Elgar Encyclopedia of Consumer Behavior*. Edward Elgar Publishing.

## Conferences Presentations and Invited Talks

**Bagga, C., Bendle, N., & Cotte, J. (2018).** *How non-ownership physical possession impacts object valuation*. ISMS Marketing Science Conference, Philadelphia, PA.

**Bagga, C., Cotte, J., & Bendle, N. (2013).** *Shades of love: Effect of possession type on object valuation*. Marketing Science Conference, Istanbul, TUR.

Biondi, Y., **Meijer, P., & Sooy, M. (2024).** *Understanding confusion in asset price bubbles*. Available at Social Science Research Network 4789398.

Castelo, N., **Goode, M. R., & White, K. (2019).** *The transcendent self: The influence of exposure to nature on self-serving versus prosocial consumption*. Association for Consumer Research Conference, Atlanta, GA, USA.

Castelo, Noah, **Kristofferson, K., Main, K., & White, K. (2018).** *Don't tell me who I am! When and how assigning consumers an identity backfires*. Association for Consumer Research Conference, Dallas, TX, USA.

**Chung, D. & Parker, S. (2019).** *The effects of founder prestige on job seeker evaluations of start-ups: Results from laboratory experiments*. Academy of Management Annual Meeting, Boston, MA, USA.

**Chung, D. & Parker, S. (2019).** *The effects of founder prestige on job seeker evaluations of start-ups: Results from laboratory experiments*, Great Lakes Entrepreneurship Network (GLEN), Minneapolis, MN, USA.

**Cotte, J., Trudel, R., & Ly C. (2006).** *Ethical behaviors in sales: A dyadic study*. Administrative Sciences Association Conference, Banff, AB, Canada.

Cowan, K., Ketron, S., Kostyk, A., & **Kristofferson, K. (2024).** *Virtual flames of change: exploring sustainable consumer behaviors through innovative VR gaming experiences*. Society for Consumer Psychology Conference, Nashville, TN, USA.

Cowan, K., Ketron, S., Kostyk, A. & **Kristofferson, K. (2025).** *Connecting people to nature: virtual reality gaming as an innovative marketing tool to promote sustainable behaviors*. AMS World Marketing Conference, Dijon, France.

- Cowan, K., Ketron, S., Kostyk, A. & **Kristofferson, K.** (2026). *Connecting people to nature: virtual reality gaming as an innovative marketing tool to promote sustainable behaviors*. Society for Consumer Psychology Conference, San Diego, CA, USA.
- Duclos, R.** (2022). *Gambling*. ESSEC Business School, Paris.
- Duclos, R.** (2022). *Ted*. University of Louisville, KY, USA.
- Duclos, R.** (2023). *Ted*. Simon Fraser University, Vancouver, BC, Canada.
- Fotheringham, D., Lisjak, M., & **Kristofferson, K.** (2021, February). *Rage against the machine: When consumers sabotage robots in the marketplace*. Society for Consumer Psychology Conference. San Juan, Puerto Rico.
- Fotheringham, D., Lisjak, M., & **Kristofferson, K.** (2023). *Robots in the marketplace: When do consumers antagonize them and why*. Theory and Practice in Marketing Conference, Lausanne, Switzerland.
- Fotheringham, D., Lisjak, M., & **Kristofferson, K.** (2023). *Robots in the marketplace: When do consumers antagonize them and why*. American Marketing Association Winter Conference. Nashville, TN, USA.
- Goode, M. R.** (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, USA.
- Goode, M. R.,** Dahl, D. W., & Moreau, C. P. (2010). *Innovation aesthetics: The relationship between category cues, categorization certainty, and newness perceptions*. Association for Consumer Research Conference, Jacksonville, FL.
- Goode, M. R., Hart, K., & Thomson, M.** (2015). *Good intentions gone awry: The negative influence of positive word of mouth*. 7th Annual Rupert's Land Consumer Behaviour Symposium, Winnipeg, MB, Canada.
- Goode, M. R.,** & Iwasa-Madge, D. (2018). *The numbing effect of mortality Salience*. Asper School of Business, Winnipeg, MB, Canada.
- Goode, M. R.** & Iwasa-Madge, D. (2017). *The numbing effect of mortality Salienc*. College of Business and Economics, Guelph, ON, Canada.
- Goode, M. R., Moorhouse, M., Cotte, J., & Widney, J.** (2020). *The debtor identity: The effect of anticipated and actual stigmatization on debtors and debt reduction behaviors*. Society for Consumer Psychology, Huntington Beach, CA, USA.
- Goode, M. R., Moorhouse, M., Cotte, J., & Widney, J.** (2019). *The effect of stigmatization on debtors and debt reduction behaviours*. Insights into

Business for Social Good, Vancouver, BC, Canada.

**Goode, M., Wang, J., & Cotte, J.** (2016). *Experiencing experiences: Great strategies for designing, purchasing, and enjoying experiences*. Society for Consumer Psychology Conference, St. Petersburg, FL, USA.

**Goswami, K., & Plummer, L.** (2018). *Abundance, inequality, and their impact on Creativity*. Babson College Entrepreneurship Research Conference (BCERC), Waterford, Ireland.

Hall, M. J., Hyodo, J. G., & **Kristofferson, K.** (2023). *Rejected recommendations reduce recommender repurchase of a previously recommended product*. Association for Consumer Research Conference, Seattle, WA, USA.

**Hart, K., Goode, M. R., & Thomson, M.** (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, K., Goode, M. R., & Thomson, M.** (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.

**Huo, K.** (2017). *Fighting collusion with disparity*. ABO Sectional Meeting, Pittsburgh, PA, USA.

**Huo, K.** (2017). *The effect of relative performance feedback and group size on insight problem-solving performance*, AAA Annual Meeting, San Diego, CA, USA.

**Huo, K.** (2017). *Fighting collusion with disparity*. AAA Annual Meeting, San Diego, CA, USA.

**Huo, K.** (2017). *Fighting collusion with disparity*. CAAA Annual Meeting, Montreal, QC, Canada.

**Huo, K.** (2017). *Fighting collusion with disparity*. Southern Ontario Behavior Decision Research, Kingston, ON, Canada.

**Huo, K.** (2018). *When less is more: The benefit of partial relative performance information on creative problem-solving performance*. CAAA Annual Meeting, Calgary, AB, Canada.

**Huo, K.** (2018). *The effects of horizontal and vertical wage dispersion on tournament Outcomes*. Global Management Accounting Research Symposium, Copenhagen, Denmark.

- Huo, K.** (2018). *The effect of relative performance feedback and group size on insight problem-solving performance*. Management Accounting Section Midyear Meeting, Scottsdale, AZ, USA.
- Huo, K.** (2019). *When less is more: The benefit of partial relative performance information on creative problem solving*. Global Management Accounting Research Symposium, Lansing, MI, USA.
- Huo, K.** (2019). *Mitigating the negative effects of causal models: Encouraging a hypothesis testing mindset and managers' quantitative knowledge*. CAAA Annual Meeting, Ottawa, ON, Canada.
- Huo, K.** (2019). *Pay secrecy and pay dispersion: the effect on manager's bonus allocation and employee contribution in teams*. Southern Ontario Behavior Decision Research, Waterloo, ON, Canada.
- Huo, K.** (2019). *Mitigating the negative effects of causal models: Encouraging a hypothesis testing mindset and managers' quantitative knowledge*. MAS Sectional Meeting, Fort Lauderdale, FL, USA.
- Huo, K.** (2023). *Pay Policy and Business Decision-making in Teams*. Accounting Behavior and Organizations Research Conference, Pittsburgh, PA, USA.
- Huo, K.** (2024). *Pay Policy and Business Decision-making in Teams*. Management Accounting Section Midyear Meeting: Research Conference, IMA Doctoral Colloquium, and CGMA Teaching and Practice Symposium, Orlando, FL, USA.
- Huo, K.** (2024). *Reaping the Benefits of Pay Transparency: Joint Effects of Pay Transparency and Performance Transparency in a Discretionary Bonus*. Canadian Academic Accounting Association Annual Conference (CAAA) Annual Conference, Toronto, ON, Canada.
- Jurewicz, Z., Kristofferson, K.** (2022). *Empowering victims through choice: The impact of being chosen on consumer charitable support*. Society for Consumer Psychology Conference, Nashville, TN, USA.
- Jurewicz, Z., Kristofferson, K.** (2023). *Chosen: Victim choice promotes donor charitable support*. Southern Ontario Behavioural Decision Research Conference, Toronto, ON.
- Jurewicz, Z., Kristofferson, K., & Goode, M. R.** (2023). *Going solo! Examining basic psychological needs as drivers of solo vs. social experience preference*. Society for Consumer Psychology Conference, San Juan, Puerto Rico.
- Jurewicz, Z., Kristofferson, K., & Goode, M. R.** (2023). *Why go solo? Autonomy and competence as drivers of solo experience preference*. Association for Consumer Research Conference, Seattle, WA, USA.

- Jurewicz, Z., Kristofferson, K., & Goode, M. R. (2025).** *Choosing Solitude Makes for Happier Experiences: The Role of Perceived Choice over Social Context.* Association for Consumer Research Conference, Washington, DC, USA.
- Khamitov, M., Goode, M. R., & Thomson, M. (2014).** *Investigating brand cheating in consumer brand relationships: Triadic and dyadic approaches.* Association for Consumer Research Conference, Baltimore, MD, USA.
- Khamitov, M., Goode, M. R., & Thomson, M. (2014).** *Understanding brand infidelity: Triadic and dyadic perspectives on consumer brand relationships.* Brands & Brand Relationships Annual Conference, Boston, MA, USA.
- Kristofferson, K. (2022).** *The disability preference stereotype: Physical disability shapes inferences of utilitarian and hedonic preferences.* University of St. Gallen, Switzerland.
- Kristofferson, K. (2022).** *The disability preference stereotype: Physical disability shapes inferences of utilitarian and hedonic preferences.* University of Edinburgh, Scotland.
- Kristofferson, K. (2022).** *The disability preference stereotype: Physical disability shapes inferences of utilitarian and hedonic preferences.* Wilfred Laurier University, ON, Canada.
- Kristofferson, K. (2023).** *How do physical disability cues Influence assumptions about consumer tastes? Unpacking the disability preference stereotype,* Shanghai Jiao Tong University, China.
- Kristofferson, K. (2023).** *How do physical disability cues Influence assumptions about consumer tastes? Unpacking the disability preference stereotype,* Toronto Metropolitan University, Toronto, ON, Canada.
- Kristofferson, K. (2024).** *How do physical disability cues Influence assumptions about consumer tastes? Unpacking the disability preference stereotype.* Oregon State University, OR, USA.
- Kristofferson, K. & Dunn, L. (2019).** *The brand that wasn't there: How product displacement positively impacts brand outcomes.* Association for Consumer Research Conference, Atlanta, GA, USA.
- Kristofferson, K., Daniels, M., & Morales, A. (2019).** *Positive effects from negative virtual experiences: How virtual reality can be used effectively in marketing.* Association for Consumer Research, Atlanta, GA, USA.
- Kristofferson, K. & Dunn, L. (2019).** *The brand that wasn't there: How product displacement positively impacts brand outcomes.* American Marketing Association Consumer Behavior SIG, Bern, Switzerland.

- Kristofferson, K., Daniels, M., & Morales, A. (2019).** *Positive effects from negative virtual experiences: How virtual reality can be used effectively in marketing.* Theory and Practice in Marketing, Columbia University, New York, NY.
- Lee, M. & Cotte, J. (2009).** *The role of network centrality in the flow of consumer Influence.* Administrative Studies Association of Canada, Niagara Falls, ON, Canada
- Lee, S. H. (M.) & Cotte, J. (2008).** *Moderating role of member identification on the relationship between network centrality and opinion leadership satisfaction.* Association for Consumer Research Conference, San Francisco, CA, USA.
- Lee, S. H. (M.) & Cotte, J. (2008).** *Regretful decision-making: Post-purchase consumer regret,* Southern Ontario Behavioral Decision Research, Waterloo, ON, Canada.
- Lee, S. H. M. & Goode, M. R. (2010).** *Positive emotions and sociability: differences in self-construal.* Society for Consumer Psychology Conference, St. Petersburg, FL, USA.
- Liang, J. & Cotte, J. (2008).** *An investigation of college students' influence on parents' innovation adoption.* Association for Consumer Research Conference, San Francisco, CA, USA.
- Maxwell-Smith, M., Johnson, A., & Cotte, J. (2013).** *Consuming to support the free market: The effects of economic system-justification on consumer preferences.* Association for Consumer Research Conference, Chicago, IL, USA.
- Maxwell-Smith, M., Cotte, J., & Johnson, A. (2013).** *Consuming in support of the free market: The relation between economic system-justification and consumer preferences and behaviors.* Society for Consumer Psychology Conference, San Antonio, TX, USA.
- Milne, E., Kristofferson, K., & Goode, M. R. (2023).** *Status-seeking aggression.* Society for Consumer Psychology Conference, San Juan, Puerto Rico.
- Milne, E., Kristofferson, K., & Goode, M. R. (2023).** *Status-seeking aggression.* Association for Consumer Research Conference, Denver, CO, USA.
- Milne, E., Kristofferson, K., & Goode, M. R. (2023).** *Retributive philanthropy.* Society for Consumer Psychology Conference, San Juan, Puerto Rico.
- Milne, E., Kristofferson, K., & Goode, M. R. (2023).** *Retributive philanthropy.* Southern Ontario Behavioural Decision Research, Toronto, ON, Canada.

- Milne, E., Kristofferson, K., & Goode, M. R.** (2023). *Retributive philanthropy*. Association for Consumer Research Conference, Seattle, WA, USA.
- Milne, E., Kristofferson, K., & Goode, M. R.** (2023). *Fanfiction: When Copyright Violation Benefits Brands*. Association for Consumer Research Conference, Seattle, WA, USA.
- Milne, E., Kristofferson, K., & Goode, M. R.** (2024). *Offensive Consumption*. Society for Consumer Psychology Conference, Nashville, TN, USA.
- Milne, E., Kristofferson, K., & Goode, M. R.** (2024). *Offensive Consumption*. Association for Consumer Research Conference, Paris, France.
- Milne, E., Kristofferson, K., & Goode, M. R.** (2024). *The Politics of Prosocial Behavior*. Association for Consumer Research Conference, Paris, France.
- Milne, E., Kristofferson, K., & Goode, M. R.** (2024). *Fanfiction: When Copyright Violation Benefits Brands*. Fan Library and Information Conference, London, UK.
- Milne, E., Kristofferson, K., & Goode, M. R.** (2024). *Fanfiction: When Copyright Violation Benefits Brands*. Fan Studies Network North America Conference, Toronto, ON, Canada.
- Milne, E., Kristofferson, K., & Goode, M. R.** (2024). *Retributive Philanthropy*. Theory and Practice in Marketing Conference, Austin, TX, USA.
- Milne, E., Kristofferson, K., & Goode, M. R.** (2024). *Retributive Philanthropy*. Behavioral Insights into Business for Social Good Conference, Vancouver, BC, Canada.
- Milne, E., Kristofferson, K., & Goode, M. R.** (2024). *Fanfiction: When copyright violation benefits brands*. Southern Ontario Behavior and Decision Research Conference, Toronto, ON, Canada.
- Milne, E., Kristofferson, K., & Goode, M. R.** (2024). *Fanfiction: When copyright violation benefits brands*. American Marketing Association Conference, Phoenix, AZ, USA.
- Milne, E., Kristofferson, K., & Goode, M. R.** (2025). *How political ideology shapes prosocial consumer behavior research*. Southern Ontario Behavioural Decision Research Conference, Toronto, ON, Canada.
- Milne, E., Kristofferson, K., & Goode, M. R.** (2025). *Fanfiction: When copyright violation benefits brands*. Harry Potter Academic Conference, Pennsylvania, PA, USA.
- Milne, E., Kristofferson, K., & Goode, M. R.** (2025). *Fanfiction: When copyright violation benefits brands*. Invited talk at Western University, London, ON, Canada.

- Milne, E., Kristofferson, K., Goode, M. R., & White, K. (2025).** *How political ideology shapes prosocial consumer research*, Association for Consumer Research Conference, Paris, France.
- Milne, E., Kristofferson, K., Goode, M. R., & White, K. (2025).** *How political ideology shapes prosocial consumer research*. Academy of Marketing Science Annual Conference, Montreal, QC, Canada.
- Milne, E., Kristofferson, K., Goode, M. R., & White, K. (2025).** *How political ideology shapes prosocial consumer research*. Southern Ontario Behavioral Decision Research, Toronto, ON, Canada.
- Milne, E., Kristofferson, K., Goode, M. R., & White, K. (2025).** *How political ideology shapes prosocial consumer research*. European Marketing Academy Conference, Madrid, Spain.
- Milne, E., Kristofferson, K., Goode, M. R., & White, K. (2025).** *How political ideology shapes prosocial consumer research*. Academy of Marketing Science Conference, Montreal, QC, Canada.
- Milne, E., Kristofferson, K., Goode, M. R., & White, K. (2025).** *How political ideology shapes prosocial consumer research*. Southern Ontario Behavior and Decision Research, Waterloo, ON, Canada.
- Milne, E., Kristofferson, K., Goode, M. R., & White, K. (2025).** *How political ideology shapes prosocial consumer research*. Southern Ontario Behavior and Decision Research, Waterloo, ON, Canada.
- Milne, E., Kristofferson, K., Goode, M. R. & White, K. (2025).** *Defining Prosocial Consumer Behavior*. Association for Consumer Research Conference, Washington, DC, USA.
- Milne, E., Kristofferson, K., Goode, M. R., & White, K. (2025).** *How political ideology shapes prosocial consumer research*. Invited talk at Singapore Management University, Singapore.
- Milne, E., Kristofferson, K., Goode, M. R., & White, K. (2025).** *How political ideology shapes prosocial consumer research*. Invited talk at National University of Singapore, Singapore.
- Milne, E., Kristofferson, K., Goode, M. R., & White, K. (2025).** *How political ideology shapes prosocial consumer research*. Invited talk at Chinese University of Hong Kong, Hong Kong.

- Milne, E., Kristofferson, K., Goode, M. R., & White, K. (2025).** *How political ideology shapes prosocial consumer research.* Invited talk at Hong Kong University, Hong Kong.
- Milne, E., Kristofferson, K., Goode, M. R., & White, K. (2025)** *How political ideology shapes prosocial consumer research.* Invited talk at University of Georgia, GA., USA.
- Milne, E., Kristofferson, K., Goode, M. R., & White, K. (2025)** *How political ideology shapes prosocial consumer research.* Invited talk at University of South Florida, FL., USA.
- Milne, E., Kristofferson, K., Goode, M. R., & White, K. (2025).** *How political ideology shapes prosocial consumer research.* Invited talk at University of Colorado-Boulder, Boulder, CO, USA.
- Milne, E., Kristofferson, K., Goode, M. R., & White, K. (2025).** *How political ideology shapes prosocial consumer research.* Invited talk at University of Alberta, Edmonton, AB, Canada.
- Milne, E., Kristofferson, K., Goode, M. R., & White, K. (2025).** *How political ideology shapes prosocial consumer research.* Invited talk at University of Michigan, Ann Arbor, MI, USA.
- Milne, E., Kristofferson, K., Goode, M. R., & White, K. (2025).** *How political ideology shapes prosocial consumer research.* Invited talk at Dartmouth College, Hanover, NH, USA.
- Milne, E., Kristofferson, K., Goode, M. R., & White, K. (2025).** *How political ideology shapes prosocial consumer research.* Invited talk at University of Washington, Seattle, USA.
- Milne, E., Kristofferson, K., & Goode, M. R. (2026).** *Fanfiction: When Copyright Violation Benefits Brands.* Society for Consumer Psychology, Orlando, FL, USA.
- Milne, E., Kristofferson, K., & Goode, M. R. (2026).** *How political ideology shapes prosocial consumer research.* Society for Consumer Psychology Conference, San Diego, CA, USA.
- Milne, E., Kristofferson, K., & Goode, M. R. (2026).** *Fanfiction: When copyright violation benefits brands.* Society for Consumer Psychology Conference, San Diego, CA, USA.
- Milne, E., Kristofferson, K., & Goode, M. R. (2026).** *Fanfiction: When Copyright Violation Benefits Brands.* AMA Public Policy and Marketing Conference, Washington, DC, USA.

**Milne, E., Kristofferson, K., Goode, M. R., & White, K. (2026).** *How political ideology shapes prosocial consumer research*. Invited talk at Toronto Metropolitan University Toronto, ON, Canada.

**Milne, E., Kristofferson, K., Goode, M. R. & White, K. (2026).** *How political ideology shapes prosocial consumer research*. Society for Consumer Psychology Conference, San Diego, CA, USA.

**Moorhouse, M., Goode, M., Cotte, J., and Widney, J. (2020).** *Helping those that hide: The effect of anticipated stigmatization on concealment and debt reduction*. Conference on Consumer Financial Decision Making, Boulder, CO, postponed due to COVID-19 pandemic.

**Moorhouse, M., Goode, M., Cotte, J., & Widney, J. (2020).** *Helping those that hide: The effect of anticipated stigmatization on concealment and debt reduction*. Society for Consumer Psychology Annual, Huntington Beach, CA, USA.

**Moorhouse, M., Goode, M. R., Cotte, J., & Widney, J. (2023).** *Helping those that hide: Anticipated stigmatization drives concealment and a destructive cycle of debt*. George Washington University, Washington, DC, USA.

**Moorhouse, M., Goode, M. R., Cotte, J., & Widney, J. (2023).** *Helping those that hide: Anticipated stigmatization drives concealment and a destructive cycle of debt*. Nanyang Technological University, Singapore.

**Nguyen, P., Wang, X. (S.), Lee, X., & Cotte, J. (2018).** *How beginner reviewers systematically benefit and harm service providers: Biases in rating approaches on user-generated reputation systems*. European Association for Consumer Research, Ghent, Belgium.

**Nguyen, P., Wang, X. (S.), Lee, X., & Cotte, J. (2018).** *How beginner reviewers systematically benefit and harm service providers: Biases in rating approaches on user-generated reputation systems*. American Marketing Association Winter Educators, New Orleans, LA, USA.

**Rawski, S. L., Monzani, L., Djurdjevic, E., & Priya, K. (2023).** *The interactive effect of organizational tolerance for sexual harassment & leader character on direct bystander intervention intentions*. Society for Industrial-Organizational Psychology (SIOP) Annual Conference. Boston, MA, USA.

**Sepehri, A., Haghighibardineh, S., & Duclos, R. (2021).** *Insights on new information consumption*. Society for Consumer Psychology, Virtual conference.

**Sepehri, A., Duclos, R., Kristofferson, K., & Elahi, H. (2021).** *Would you please raise*

*money for me? New insights into the psychology of giving in the v2.0 Era.* Society for Consumer Psychology, Virtual conference.

**Sepehri, A.,** Haghighbardineh, S., & **Duclos, R.** (2020). *Insights on new information consumption.* Association for Consumer Research Conference, Paris, France.

**Sepehri, A.,** Haghighbardineh, S., & **Duclos, R.,** (2020). *Are interdisciplinary ideas always good? Field insights on new information consumption.* European Marketing Academy, Budapest, Hungary.

**Sepehri, A.** (2020). *Are interdisciplinary ideas always good? Field insights on new information consumption.* European Marketing Academy, Budapest, Hungary.

**Sepehri, A.** (2020). *"Once? No. Twenty times? Sure!" Uncertainty and precommitment in individual decision-making,* Society for Consumer Psychology Conference. Huntington Beach, CA, USA.

**Sepehri, A.** (2019). *Would you please raise money for me? New insights into the psychology of giving in the v2.0 Era.* Behavioral Insights into Business for Social Good Conference, Vancouver, BC, Canada.

**Sepehri, A.** (2019). *Would you please raise money for me? New insights into the psychology of giving in the v2.0 Era.* AMA CBSIG, Bern, Switzerland.

**Sepehri, A.** (2019). *"Once? No. Twenty times? Sure!" Uncertainty and precommitment in social dilemmas.* La Londe Conference, Marseille, France.

**Sepehri, A.** (2019). *Would you please raise money for me? New insights into the psychology of giving in the v2.0 Era.* European Marketing Academy, Hamburg, Germany.

**Sepehri, A.** (2019). *"Once? No. Twenty times? Sure!" Uncertainty and precommitment in social dilemmas.* Southern Ontario Behavioral Decision Research, Waterloo, ON, Canada.

**Sepehri, A.** (2019). *"Once? No. Twenty times? Sure!" Uncertainty and precommitment in social dilemmas.* Society for Consumer Psychology Conference, Atlanta, GA, USA.

**Sepehri, A.** (2019). *Pronouns in fundraising appeals – The impact of I vs. S/he on donations.* Society for Consumer Psychology Conference, Atlanta, GA, USA.

**Sepehri, A.** (March). *Are interdisciplinary ideas always good? Field insights on new information consumption.* Society for Consumer Psychology Conference, Huntington Beach, CA, USA.

- Sepehri, A.** (2018). *"Once? No. Twenty times? Sure!" Uncertainty and precommitment in social dilemmas*. Association for Consumer Research Conference, Dallas, TX, USA.
- Sepehri, A.** (2018). *Pronouns in fundraising appeals – The impact of I vs. S/he on donations*. Association for Consumer Research conference, Dallas, TX, USA.
- Sepehri, A.** (2018). *Pronouns in fundraising appeals – The impact of I vs. S/he on donations*. Lazaridis Marketing Conference, Wilfred Laurier University, Waterloo, ON, Canada.
- Sepehri, A., Duclos, R., Kristofferson, K., & Elahi, H.** (2019). *Pronouns in fundraising appeals – The impact of I vs. S/he on donations*. Society for Consumer Psychology, Savannah, GA, USA.
- Sepehri, A., Haghighbardineh, S., & Duclos, R.** (2019). *Are interdisciplinary ideas always good? Field insights on new Information consumption?* Association for Consumer Research Conference, Atlanta, GA, USA.
- Soleimanof, L., & Neufeld, D.** (2025). *Algorithm Aversion: Investigating the Role of Confidence in AI-Assisted Judgment*. Americas Conference on Information Systems (AMCIS), Montréal, QC, Canada.
- Sooy, M.** (2023). *Financial Lab Market*. Simon Fraser University, BC, Canada.
- Sooy, M.** (2023). *Financial Lab Market*. Wilfrid Laurier University, Waterloo, Canada.
- Sooy, M.** (2024). *Financial Lab Market*. Saint Mary's University, Halifax, Canada.
- Trudel, R. & Cotte, J.** (2008). *Reward or punish? Willingness to pay for ethically-produced goods*. Society for Consumer Psychology Conference, New Orleans, LA, USA.
- Trudel, R. & Cotte, J.** (2007). *The effect of regulatory focus on satisfaction*. European Advances in Consumer Research Conference, San Diego, CA, USA.
- Trudel, R., Murray, K., & Cotte, J.** (2008). *Beyond expectations: The influence of goal orientation on consumer satisfaction*. Society for Consumer Psychology, New Orleans, LA.
- Van der Sluis, H., Samper, A. & Kristofferson, K.** (2024). *The Disability Preference Stereotype: Physical Disability Shapes Inferences of Utilitarian and Hedonic Preferences*. American Marketing Association Conference, St. Pete's Beach, FL, USA.
- Van der Sluis, H., Samper, A. & Kristofferson, K.** (2021). *Rethinking perceptions of*

*disability: The unintended harm of simplified positive inferences.* Society for Consumer Psychology Conference. Best Competitive Paper Award Runner Up, San Antonio, TX, USA.

Van der Sluis, H., Samper, A., & **Kristofferson, K.** (2019). *With inclusion comes influence: The psychological and persuasive consequences of observable disability in the marketplace.* Society for Consumer Psychology Conference, Savannah, GA.

Van der Sluis, H., Samper, A., & **Kristofferson, K.**, and Hlava, T. (2024), *The Disability Preference Stereotype: Physical Disability Shapes Inferences of Utilitarian and Hedonic Preferences.* American Marketing Association CBSIG Conference, Vienna, Austria.

**Wang, J., Goode, M. R., & Cotte, J.** (2019). *Making connections: The influence of event sequence on the evaluation of extraordinary experiences.* Association for Consumer Research, Atlanta, GA, USA.

**Wang, J., Goode, M. R. & Cotte, J.** (2017). *Design an experience bundle: The role of experience structure.* Association for Consumer Research, San Diego, CA, USA.

**Wang, J., Goode, M. R., & Cotte, J.** (2017). *Designing a hybrid experience: The effect of experience structure on consumers' evaluations.* Harnessing Analytics Symposium, College of Business and Economics, Guelph, ON, Canada.

**Wang, J., Goode, M. R., & Cotte, J.** (2017). *Designing a hybrid experience: The effect of experience structure on consumers' evaluations.* Consumer Behaviour Winter Research Camp, Ivey Business School, London, ON, Canada.

**Wang, J., Goode, M. R., & Cotte, J.** (2016). *Designing a hybrid experience: The effect of experience structure on consumers' evaluations.* College of Business, University of Illinois at Urbana-Champaign, Chicago, IL, USA.

**Wang, J., Goode, M. R., & Cotte, J.** (2016). *Designing a hybrid experience: The effect of experience structure on consumers' evaluations.* Desautels Faculty of Management, McGill University, Montreal, QC, Canada.

**Wang, J., Goode, M. R., & Cotte, J.** (2016). *Experiencing experiences: Great strategies for designing, purchasing, and enjoying experiences,* symposium session. Society for Consumer Psychology Conference, St. Pete Beach, FL, USA.

**Whelan, J., Goode, M. R., & Cotte, J.** (2013). *Consumer identity: Cues, boundaries, and salience.* Association for Consumer Research Conference, Chicago, IL, USA.

- Whelan, J., Goode, M. R., & Cotte, J. (2011).** *The consumer role: Core characteristics and boundaries.* Association for Consumer Research Conference, St. Louis, MS, USA.
- Whelan, J., Goode, M. R., Cotte, J. & Thomson, M. (2014).** *The consumer regulation scale: Strategies for regulating responses to consumption cues.* Association for Consumer Research Conference, Baltimore, MD, USA.
- Whelan, J., Goode, M. R., Cotte, J. & Thomson, M. (2013).** *Consumer identity: Cues, boundaries, and salience.* Fuqua School of Business, Duke University, Durham, NC, USA.
- Whelan, J., Goode, M. R., Cotte, J. & Thomson, M. (2013).** *Consumer Identity: Cues, boundaries, and salience.* Department of Political Science, Western University, London, ON, Canada.
- Wiertz, C., Blazevic, V., & **Cotte, J. (2005).** *Reactions to online interactions: Conceptualization and scale development of online interaction propensity.* American Marketing Association Summer Educator, Chicago, IL, USA.
- Wodnicki, P., Goode, M. R., & Kristofferson, K. (2023).** *I will never not be poor: Higher inequality leads lower-income consumers to give up.* Society for Consumer Psychology Conference, San Juan, Puerto Rico.
- Wodnicki, P., Goode, M. R., & Kristofferson, K. (2023).** *I will never not be poor: Higher inequality leads lower-income consumers to give up.* Association for Consumer Research Conference, Seattle, WA, USA.
- Wodnicki, P., Goode, M. R., & Kristofferson, K. (2024).** *The effect of diversified learning on the retirement planning and debt management of lower-income consumers.* Society for Consumer Psychology Conference, Nashville, TN, USA.
- Wodnicki, P., Goode, M. R., & Kristofferson, K. (2024).** *The interactive effect of political ideology and perceived economic inequality on support for crowdfunding.* Society for Consumer Psychology Conference, Nashville, TN, USA.
- Wodnicki, P., Goode, M. R., & Kristofferson, K. (2025).** *Economic Shocks and Consumer Attitudes: A Lasting Effect?* Southern Ontario Behavioural Decision Research Conference, Toronto, ON, Canada.
- Yu, N., Parker, S. C. (2022).** *When do entrepreneurs exit failing ventures?* Great Lakes Entrepreneurship Network (GLEN), Madison, USA.
- Yu, N., Parker, S. C. (2023).** *When do entrepreneurs exit failing ventures?* Academy of Management Annual Meeting, Boston, MA, USA.

## Working Papers, Papers in Progress, and In Review

Castelo, N., **Goode, M. R.**, & White, K. *The effect of nature exposures on self-transcendence, materialism, and prosocial behavior*. Revising and resubmitting for second round at the Journal of Consumer Research.  
<https://www.sciencedirect.com/science/article/pii/S027249442100092X>

Castelo, N., **Kristofferson, K.**, Main, K., & White, K. *The impact of assumed identity appeals on charitable support*, Target: Journal of Consumer Research.  
[Don't Tell Me Who I Am! When and How Assigning Consumers an Identity Backfires](#)

**Chung, D. & Parker, S.** *The effects of founder prestige on job seeker evaluations of start-ups: Results from laboratory experiments*, Under review at Strategic Entrepreneurship Journal.  
<https://journals.aom.org/doi/10.5465/AMBPP.2019.13948abstract>

**Duclos, R. & Khamitov, M.** *Psychology of gambling*, 1st round at JPSP.

**Duclos, R. & Sepehri, A.** *Money and mating*. Manuscript in preparation for journal submission.

**Duclos, R., Sepehri, A. & Barone., M.** *Betting*. Manuscript in preparation for journal submission.

**Goode, M. R. & Thomson, M.** *Memories mend us: How extraordinary experiences elevate group coherence and well-being*, under review at Journal of Marketing.

**Goode, M. R.**, Widney, J., & **Cotte, J.** *Humanizing debt reduction approaches through an investigation of community, emotion, and well-being*. Data collection on-going. Target: Journal of Consumer Research.

**Goswami, K.**, *The Bane of abundance and perceived unfairness on creativity*, Under Review at Organizational Behavior and Human Decision Processes (OBHDP)/ Special Issue on "Creativity in Organizations"

**Huo. K.**, & Berger, L. (n.d.). *The effect of relative performance information on creative problem-solving performance* (Manuscript under review at the *Journal of Management Accounting Research*).

**Huo. K.**, Guo, L., & Libby, T. *Pay transparency, performance pay, and employee motivation*, Status: Pilot study complete. Preparing SSHRC Application.

**Milne, E., Kristofferson, K., & Goode, M. R.** *Fanfiction: When Copyright Violation Benefits Brands*, Manuscript in preparation for submission to the Journal of Marketing

**Milne, E., Goode, M. R., & Kristofferson, K.** *Status-seeking aggression*, Manuscript in preparation for submission to the Journal of Consumer Research.

**Milne, E., Goode, M. R., & Kristofferson, K.** *The Politics of Prosocial Consumer Behavior*, Preparing for submission to the Journal of Consumer Research.

**Milne, E., Goode, M. R., & Kristofferson, K.** *Offensive Consumption*, Preparing for submission to the Journal of Consumer Psychology.

**Milne, E., Kristofferson, K., Goode, M. R., & White, Katherine.** *How Political Ideology Shapes Prosocial Consumer Research*. Preparing for Third Round Submission, Journal of Consumer Research.

**Monzani, L., Huo, K., & Sooy, M.** *Shareholder rights, manager opportunism and the mediating effects of testosterone and cortisol*, Status: Pilot testing complete - Status: project halted, ability to test for testosterone on western campus no longer available

**Moorhouse, M., & Cotte, J.** *Trust ratings disguised as quality ratings: Why peer-to-peer service ratings are nearly always positive, and how they can be fixed*. Research in Progress. Target: Journal of Marketing.  
[rigsite=gscholar&fromopenview=true&sourcetype=Dissertations%20&%20Theses](#)

**Moorhouse, M., Cotte J., Ding, A., & Wang, X.** *Beyond reviews: Triadic trust, psychological contracts, and governance in the sharing economy*. Manuscript in Preparation. Target: Journal of Marketing.

**Nastasoiu, A., Bagga, C., Bendle, N., & Vandenbosch, M.** *A construal level account of loyalty point spending and stockpiling behavior*. Manuscript in Preparation for journal submission.

**Pun, H., Yan, T., & Ribbink, D.** *Supplier competitive bidding in an innovation outsourcing triad: A multi-method investigation*. (Work in progress)

**Sepahri, A., Duclos, R., Vinoo, P., Kristofferson, K., & Elahi, H.** *Charitable giving 2.0: Insights into the psychology of online, peer-to-peer fundraising*. 2nd round at the Journal of Consumer Psychology.

**Sepahri, A., Duclos, R.** *Charitable gambling*. Manuscript in preparation for journal submission.

**Sepahri, A., Duclos, R.** *Spotify*. Manuscript in preparation for journal submission.

**Sooy, M.** *How the Prospect of Fault Influences Managers' Compliance & Investors'*

*Confidence* Revising and collecting additional data based on reviewer concerns.  
Accepted: Behavioral Research in Accounting

**Sooy, M.** *Mispricing, bubbles, and option values: an extreme beliefs perspective*,  
Work in progress.

**Sooy, M.**, Barradale, N. J., & Goodson, B. *Alternative accounting measurement bases and price efficiency in laboratory asset markets: Does marking to market matter?*  
Manuscript submitted to Contemporary Accounting Research, accepted: Behavioral Research in Accounting

**Thomson, M., Johnson, A. R., & Lee, S. H. M.** *A Segmentation analysis of what types of consumers gain self-esteem and well-being from brand relationships*,  
under review at International Journal of Research in Marketing.

Van der Sluis, H., Samper, A., & **Kristofferson, K.** *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.

Van der Sluis, H., Samper, A., & **Kristofferson, K.**, & Hlava, T. *The disability preference stereotype: Physical disability shapes inferences of utilitarian and hedonic preferences*, Revised and Resubmit at the Journal of Consumer Research. Published

**Vinoo, P. & Duclos, R.** *Choice overload in financial decision-making*. Manuscript in preparation for journal submission.

**Wang, J., Goode, M. R., & Cotte, J.** *Designing an experience bundle: The role of bundle structure and experience similarity*, Journal of Consumer Research second round revision requested.

Xu, L., Zhao, S., **Cotte, J.**, & Cui, N. *The impact of temporal perspective on pro-environmental behavior*, Journal of Consumer Research second round revision requested. <https://academic.oup.com/jcr/article/50/4/722/7067748>