

**AIMEE DINNIN HUFF
PHD CANDIDATE, MARKETING
IVEY BUSINESS SCHOOL
WESTERN UNIVERSITY**

Ivey Business School
Western University (formerly University of Western Ontario)
1151 Richmond Street
London, ON, Canada N6A 3K7

Office: 3R02E
ahuff.phd@ivey.ca
+1 519 673 9498

EDUCATION

PhD (Marketing) – defense scheduled for Feb. 1, 2013
Ivey Business School, Western University
Supervisor: Dr. June Cotte
Dissertation: “Outsourcing Family: Consumers, Culture, and Marketplaces for Care and Intimacy”

Master of Business Studies – 2004, First Class Honours
University College Cork, National University of Ireland
Supervisor: Dr. Mary McCarthy
Area of Concentration: Food Marketing

Bachelor of Commerce (Honours) – 2002, With Distinction
University of Guelph
Area of Concentration: Hospitality and Tourism Management

RESEARCH INTERESTS

Cultural and family influences on consumption, consumer experience with service failure and product-harm crises, illicit consumption

TEACHING INTERESTS

Marketing Management, Marketing Strategy, Consumer Behaviour, Advertising and Promotion, Brand Management, Retailing Management, Integrated Marketing Communications, Qualitative Research Methods, Consumer Research

PUBLICATIONS

Huff, Aimee Dinnin and June Cotte, (conditionally accepted, Dec. 2012) "Solution or Settlement? The Case of Childcare," *Journal of Consumer Affairs*

RESEARCH IN PROGRESS

Huff, Aimee Dinnin and June Cotte, "The Instrumental Role of Consumption in Family Identity Enactments Across Households and Generations"

- Manuscript in final stages of editing and refinement
- In preparation for submission to *Journal of Consumer Research* in January 2013

Huff, Aimee Dinnin and June Cotte, "Service Failure Arising from Deficiencies in Customer Performance: An Investigation of Failed Co-Creation"

- Data collection complete
- Interpretation and theoretical development underway

Huff, Aimee Dinnin, "Consumer Experience With Product-Harm Crises: Toward an Understanding of Meaningful Differences Across Crises"

- Phase 1 data collection complete; phase 2 underway
- Working paper available

Huff, Aimee Dinnin, "An Exploration of the Influence of Media Representations, Product Design, and Distribution Channels on the Process of Product Legitimization"

- Data collection and conceptual development underway

BOOK CHAPTERS

Huff, Aimee Dinnin (2011), "Buying the Girlfriend Experience: An Exploration of the Consumption Experiences of Male Customers of Escorts," in *Research in Consumer Behavior, Volume 13*, ed. Russell W. Belk, Kent Grayson, Albert Muñiz, and Hope Jensen Schau, Bingley, UK: Emerald, 111-126.

NON-REFEREED PUBLICATIONS

Dinnin, Aimee, Albert Fonseca, Insa Kuo, Ben Lowry, Lindsay McShane and Erin White (2009), "Knowledge Forum on Socially Conscious Consumerism," *Research Network for Business Sustainability: Knowledge Forum Series*, Richard Ivey School of Business.

DISSERTATION

“Outsourcing Family: Consumers, Culture, and Marketplaces for Care & Intimacy”

- Proposal defended May 2010; defense scheduled for February 1st 2013
- Abstract: Contemporary families often choose to consume care and intimacy services offered by the marketplace rather than to produce the care themselves. In my dissertation, which follows the three-essay format, I take an interpretive approach to understand how individuals and groups within families experience choosing these types services for themselves or other family members. I explore the outsourcing of care and intimacy across three contexts: mothers consuming childcare for their infants; adult siblings and their elderly parents choosing and using commercial elder care; and adult males consuming commercial sex and romance. This program of research stands to advance our understanding of consumption by linking theoretical conversations related to family consumption, contextual effects on decision making, social issues, and culturally driven aspects of consumer behavior.

REFEREED CONFERENCE PROCEEDINGS

Huff, Aimee Dinnin and June Cotte (2013), “Using the Marketplace to Reconceptualize Motherhood,” to appear in the proceedings of *Association for Consumer Research, North American 2012 Conference*

Huff, Aimee Dinnin (2012), “Buying the Girlfriend Experience: An Exploration of the Consumption Experiences of Male Customers of Escorts,” in *Advances in Consumer Research*, Vol. 39, eds. Rohini Ahluwalia, Tanya Chartrand, and Rebecca Ratner, Duluth, MN: Association for Consumer Research, forthcoming.

Huff, Aimee Dinnin and June Cotte (2012), “The Ambivalent Role of Adult Siblings in Family Decisions about Elder Care,” in *Advances in Consumer Research*, Vol. 39, eds. Rohini Ahluwalia, Tanya Chartrand, and Rebecca Ratner, Duluth, MN: Association for Consumer Research, forthcoming.

Huff, Aimee Dinnin and June Cotte (2011), “Caught Between a Rock and a Hard Place: Cultural Influences on the Consumption of Commercial Long-Term Elder Care,” in *Advances in Consumer Research*, Vol. 38, eds. Darren W. Dahl, Gita V. Johar, Stijn M. J. van Osselaer, Duluth, MN: Association for Consumer Research, in press.

Huff, Aimee Dinnin and June Cotte (2010), “It’s Been My Number One Source of Stress: The Decision to Pay for Care,” in *Advances in Consumer Research*, Vol. 37, eds. Margaret C. Campbell and Jeff Inman and Rik Pieters, Duluth, MN: Association for Consumer Research, 729-730.

Dinnin, Aimee (2009), “The Appeal of Our New Stuff: How Newness Creates Value,” in *Advances in Consumer Research*, Vol. 36, ed. Ann L. McGill and Sharon Shavitt, Duluth, MN: Association for Consumer Research, 261-265.

TEACHING EXPERIENCE

Marketing Management - Core

- Fall 2012; two sections of 75 students each
- Case course; Ivey, IMD, and Harvard Business School materials

Sport Marketing - Elective

- Winter 2013
- Undergraduate 3rd year elective

Marketing Management - Core

- Fall 2011; one section of 78 students
- Case course; Ivey, IMD, and Harvard Business School materials
- Evaluation: Overall Instructor Effectiveness 6.0/7

Teaching Assistant for Marketing Management - Core

- Fall 2010

Teaching Assistant for Advertising & Promotions

- Winter 2009

AWARDS AND HONOURS

C.B. Johnston Ontario Graduate Scholarship; Richard Ivey School of Business, 2011-12 (\$5,500)

Ontario Graduate Scholarship; Ministry of Training, Colleges and Universities, 2011-12 (\$15,000)

Fellow, AMA-Sheth Doctoral Consortium, at Texas Christian University, TX. June, 2010

Doctoral Fellowship, Social Sciences and Humanities Research Council of Canada, 2010-11 (\$20,000)

Ontario Graduate Scholarship; Ministry of Training, Colleges and Universities, 2010-11 (\$15,000) (declined)

C.B. Johnston Ontario Graduate Scholarship; Richard Ivey School of Business, 2009-10 (\$5,500)

Ontario Graduate Scholarship; Ministry of Training, Colleges and Universities, 2009-10 (\$15,000)

S. C. Torno PhD Scholarship; Richard Ivey School of Business, 2008-09 (\$6,200)

Plan for Excellence Doctoral Fellowship; Richard Ivey School of Business, 2007-10 (\$22,000 over 4 years)

Sir Charles Harvey Award; Irish Management Institute, 2005 (€800)

REFEREED CONFERENCE PRESENTATIONS

- Huff, Aimee Dinnin and June Cotte, "Using the Marketplace to Reconceptualize Motherhood," to be presented at *2012 Association for Consumer Research Conference*, St. Louis, MO
- Huff, Aimee Dinnin (2011), "The Ambivalent Role of Adult Siblings in Family Decisions about Elder Care," at *2011 Association for Consumer Research Conference*, St. Louis, MO.
- Huff, Aimee Dinnin (2011), "Buying the Girlfriend Experience: An Exploration of the Consumption Experiences of Male Customers of Escorts," at *2011 Association for Consumer Research Conference*, St. Louis, MO.
- Wang, Juan and Aimee Dinnin Huff (2011), "Boycotters Who Don't Boycott: Attitude-Behavior Inconsistency in an Anti-Consumption Movement," at Working Paper Session for *2011 Association for Consumer Research Conference*, St. Louis, MO.
- Huff, Aimee Dinnin (2011), "The Ambivalent Role of Adult Siblings in Family Decisions about Elder Care," at *2011 Consumer Culture Theory Conference*, Northwestern University.
- Huff, Aimee Dinnin (2011), "Buying the Girlfriend Experience: An Exploration of the Consumption Experiences of Male Customers of Escorts," at *2011 Consumer Culture Theory Conference*, Northwestern University.
- Huff, Aimee Dinnin (2010), "Cultural Influences on The Consumption of Commercial Long-Term Elder Care," at *2010 Association for Consumer Research Conference*, Jacksonville, FL.
- Huff, Aimee Dinnin (2010), "Culture as a Rock and a Hard Place: Adult Children's Consumption of Care Services for Their Elderly Parents," at *2010 Consumer Culture Theory Conference*, University of Wisconsin.
- Huff, Aimee Dinnin (2009), "It's Been My Number One Source of Stress: The Decision to Pay for Care," at *2009 Association for Consumer Research Conference*, Pittsburg, PA.
- Dinnin, Aimee (2008), "The Appeal of Our New Stuff: How Newness Creates Value," at *2008 Association for Consumer Research Conference*, San Francisco, CA.

PUBLISHED CASE STUDIES & TEACHING NOTES

- Dinnin, Aimee with Matt Thomson (2009), "Babeeze In Arms Doula Centre" Case and Teaching Note, Case #9B09A024, Ivey Publishing.

SEMINAR & WORKSHOP PRESENTATIONS

Huff, Aimee Dinnin (2012), "Commercial Elder Care: Implications for Consumer Research and Public Policy," invited speaker at *Academic Consumer Interest Research in Policy-Making*, Toronto, September 2012.

Huff, Aimee Dinnin (2010), "Cultural Influences on Long-Term Elder Care Consumption," at *2010 Consumption Theory Seminar: Canon of Classics IV* at University of Southern Denmark - Odense.

Huff, Aimee Dinnin (2010) "I Want to Have My Cake and Eat It Too, but Neither Option is Cake: Persistent Ambivalence in Consumption," at *2010 Consumer Behavior Symposium* at Richard Ivey School of Business.

Dinnin, Aimee (2009), "It's Been My Number One Source of Stress: The Decision to Pay for Care," at *2009 Consumption Theory Seminar* at Bilkent University, Turkey.

ACADEMIC SERVICE

Member, *Decanal Selection Committee for Ivey Business School*, Western University. 2012-13

Trainee Reviewer, *Journal of Consumer Research*. 2011 - present

Reviewer, *Society for Marketing Advances*. 2011

Coordinator, *Consumer Behaviour Symposium* at Ivey Business School. 2011

Reviewer, *Asia-Pacific Association for Consumer Research Conference*. 2011

Reviewer, *Association for Consumer Research Conference*. 2010 - present

Reviewer, *Consumer Culture Theory Conference*. 2010 - present

Reviewer, *European Association for Consumer Research Conference*. 2010 - present

Judge, *Ivey-Ross Inter-Business School HBA Case Competition*. 2010

Reviewer, *Academy of Marketing Science Conference*. 2010

Meeting Coordinator, *PhD Student Association*, Ivey Business School. 2008-11

Judge, *Boston Consulting Group HBA Internal Case Competition*. Ivey Business School. 2007

MEDIA MENTIONS

Ivey InTouch Magazine, London ON, (Summer 2012); research summary on "Buying the Girlfriend Experience"

CFRL Radio, London ON, (Nov. 25, 2011); interview on Canadian consumers' participation in online Black Friday and Cyber Monday sales

ACADEMIC SEMINARS, WORKSHOPS & CONSORTIA

- Consumption Theory Seminar: Canon of Classics IV, *PhD School: Consumer Culture Theorizing*, at University of Southern Denmark – Odense. August, 2010
- Whose Flexibility? Families, Firms, Governments and Conflicting Agendas, at *Centre for Families, Work and Well-Being*, University of Guelph, ON. October, 2009
- Consumption Theory Seminar: Contemporary Issues, *PhD School: Consumer Culture Theorizing*, at Bilkent University, Turkey. June, 2009
- Qualitative Data Analysis Workshop, at *Consumer Culture Theory Conference*, University of Michigan, MI. June, 2009
- Knowledge Forum on Socially Conscious Consumerism, at *Network for Business Sustainability*, Richard Ivey School of Business, London, ON. November, 2008

DOCTORAL COURSE WORK**Research Methods**

Qualitative Research Methods in Marketing	June Cotte
Qualitative Methods in Sociology	Julie McMullin
Empirical Research Methods (Experimental Design)	Allison Johnson (audit)
Research Methods in Social Psychology	Lorne Campbell
Research Methods in Management I	Deborah Compeau
Research Methods in Management II	Deborah Compeau

Marketing

Consumption and Consumer Culture Theory	Robert Kozinets
Judgment & Decision Making	June Cotte
Consumer Behaviour	Kyle Murray, Robin Ritchie
Marketing Theory	Shankar Krishnan

Statistics

Multivariate Analysis	Chris Higgins
Univariate Analysis	Chris Higgins

Management

Cross Disciplinary Research	Mark Zbaracki
Foundations of Management Teaching	Deborah Compeau

PROFESSIONAL AFFILIATIONS

- American Marketing Association. 2010 - present
- Association for Consumer Research. 2007 - present
- Network for Business Sustainability. 2008 - present

CORPORATE EXPERIENCE

Financial Analyst. *General Dynamics Land Systems*, London, ON. 2005-07

- Responsibilities included: pricing and sales support for multi-million dollar Canadian Army armoured vehicle contracts; liaising with sales, purchasing, and engineering teams to price, analyze, and report on project financials
- Job functions included:
 - Sole responsibility for pricing and pricing analysis; creating pricing for ROMs (Rough Order of Magnitude), NTEs (Not To Exceed), FFPs (Firm Fixed Prices), and CCPs (Contract Change Proposals)
 - support for Bid & Proposal process; ensuring all costs are captured in proposals
 - costing and cost analysis; work order creation, monitoring, closeout
 - cash flow analysis and sales forecasting
 - various reporting; creating regular contract in progress reports, cost performance reports, new orders reports, and estimates at complete
 - invoicing and account reconciliations
 - support to internal sales department and senior management
 - support to customers, including government and military

OTHER PROFESSIONAL EXPERIENCE

Research Assistant. *Asia Pacific Foundation of Canada*, Vancouver. 2012 - present

- Project: developing a retrospective report for Forest Innovation Investment Inc. on the marketing of B.C. softwood lumber in China
- Responsibilities include: collecting and analyzing primary and secondary data using NVIVO 9, writing "Marketing Development Program for Wood Products in China"
- Working under the supervision of Professor Paul Beamish (Project Adviser) and Professor Michael Roberts (Principal Researcher)

Ad Hoc Research Assistant. *Ivey Business School*, London, ON. 2007 - present

- Responsibilities include: conducting literature reviews, running experiments in the behavioural research lab, coding and analyzing quantitative data
- Worked under the supervision of Professors June Cotte, Matt Thomson, Kyle Murray, Robin Ritchie, Michael Rouse

General Manager. *J.Deer's Restaurant Group*, London, ON. 2001-05

- Responsibilities included all aspects of daily operations and leadership of 60+ employees: purchasing, hiring and training, management of employees and suppliers, interactions with customers, strategic and long-term business decisions

DISSERTATION COMMITTEE

June Cotte (Chair)
Ph.D. Program Director
R. A. Barford Professor of Marketing
Ivey Business School
Western University
London, ON Canada N6A 3K7
jcotte@ivey.uwo.ca

Andrew Perkins (Examiner)
Assistant Professor of Marketing
Ivey Business School
Western University
London, ON Canada N6A 3K7
aperkins@ivey.uwo.ca

Dante Pirouz (Examiner)
Assistant Professor of Marketing
Ivey Business School
Western University
London, ON Canada N6A 3K7
dpirouz@ivey.uwo.ca

Julie A. McMullin (Supervisor, Examiner)
Associate Dean, Research and Operations
Professor of Sociology
Faculty of Social Science
Western University
London, ON Canada N6A 5C2
mcmullin@uwo.ca

Russell W. Belk (Examiner)
Professor of Marketing
Schulich School of Business
York University
Toronto, ON Canada M3J 1P3
rbelk@schulich.yorku.ca