KIRK KRISTOFFERSON

R.A. Barford Professor of Marketing Communications
Ivey Business School, Western University
1255 Western Road, London, ON, Canada, N6G 0N1
P: 519-661-2111 x 83456
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EMPLOYMENT

Associate Professor of Marketing (2025—Present)
Ivey Business School, Western University
London, ON, Canada

Assistant Professor of Marketing (2018—2025)
Ivey Business School, Western University
London, ON, Canada

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

EDUCATION

Ph.D., Marketing (Consumer Behaviour)
University of British Columbia
Vancouver, BC

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

RESEARCH INTERESTS

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

PUBLICATIONS

REFEREED JOURNAL ARTICLES

1. Kristofferson, Kirk, Katherine White, and John Peloza (2014), "The Nature of Slacktivism: How the Social Observability of an Initial Act of Token Support Impacts Subsequent Prosocial Action," *Journal of Consumer Research*, 40(6), 1149-1166. **(FT50)**
    - Media Coverage: Fast Company, Time Magazine, Harvard Business Review, Washington Post, Popular Science, Globe and Mail, National Post, Daily Mail, Science Daily, USA Today, Men's Health, CTV News, Science Codex, Psych Central, British Psychological Society, Science and News Magazine
    - Featured in *Journal of Consumer Research* Curations: Morality and the Marketplace (2014). Curator: Kent Grayson.

2. Kristofferson, Kirk, Brent McFerran, Andrea C. Morales, and Darren W. Dahl (2017), "The Dark Side of Scarcity Promotions: How Exposure to Limited Quantity Promotions Can Induce Aggression," *Journal of Consumer Research*, 43(5), 683-706. **(FT50)**
    - Media Coverage: Chicago Tribune, Boston Globe, CTV News, Vancouver Sun, CBS News, Fox News, Pittsburgh Post-Gazette, Wharton Business Radio, Austin Business Journal

3. Kristofferson, Kirk, Cait Lamberton, and Darren W. Dahl (2018), "Can Brands Ever Squeeze Wine from Sour Grapes? The Importance of Self-Esteem in Understanding Envy's Effects," *Journal of the Association for Consumer Research*, 3(2), 229-239.
    - Media Coverage: Vancouver Star, Toronto Star, Canvas8, Big Think

4. Sepehri, Amir*, Rod Duclos, Kirk Kristofferson, Poornima Vinoo*, and Hamid Elahi* (2021), "The Power of Indirect Appeals in Peer-to-Peer Fundraising: Why "S/He" Can Raise More Money For Me Than "I" Can For Myself," *Journal of Consumer Psychology*, 31(3), 612-620. **(FT50)**
    *denotes Ph.D. student

5. Kristofferson, Kirk, Michelle E. Daniels* and Andrea C. Morales (2022), "Using Virtual Reality to Increase Charitable Donations," *Marketing Letters*, 33(1), 75-87.
    *denotes Ph.D. student

6. Kristofferson, Kirk and Lea Dunn (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. **(FT50)**

7. Cowan, Kirsten, Seth Ketron, Alena Kostyk, and Kirk Kristofferson (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.
    Note: Equal authorship

8. Hall, Matthew J*., Jamie G. Hyodo, and Kirk Kristofferson (2025), "How Rejected Recommendations Shape Recommenders' Future Product Intentions," *Journal of Consumer Psychology*, 35(1), 42-60. **(FT50)**
   *denotes Ph.D. student

9. Van der Sluis, Helen*, Adriana Samper, Kirk Kristofferson, and Terry Hlava (2025), "How Do Physical Disability Cues Influence Assumptions About Consumer Tastes? Unpacking the Disability Preference Stereotype," *Journal of Consumer Research,* 51(5), 916-936. **(FT50)**
   - Winner of the 2025 *JCR* Robert Ferber Award (best dissertation-based article)

   *denotes Ph.D. student

10. Milne, Ethan*, Kirk Kristofferson, and Miranda R. Goode, (2025) "Retributive Philanthropy," *Journal of Marketing Research,* 62(5), 918-936. **(FT50)**
    *denotes Ph.D. student

11. Jurewicz, Zuzanna*, Miranda R. Goode, and Kirk Kristofferson (2025), "Why Are You Bowling Alone? Perceived Choice over Social Context Impacts Happiness from Solo Experiences," *Journal of the Association for Consumer Research,* 10(4), 393-405.
    *denotes Ph.D. student

12. Seth Ketron, Alena Kostyk, Kirsten Cowan, and Kirk Kristofferson (2026), "Virtual Reality: Thinking, Feeling, Doing, and Experiencing," *Current Opinion in Psychology*.
    Note: Equal authorship

BOOK CHAPTERS

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

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

3. Kristofferson, Kirk and Lea H. Dunn (2024), "Brand Displacement," in Elgar Encyclopedia of Consumer Behavior, Gollnhofer, Hofstetter, and Tomczak, Cheltenham, UK.

PUBLISHED CASES

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

2. Kristofferson, Kirk and Eric Janssen (2021), "LinkedIn: Selling Zoom on a Digital Marketing Strategy," Ivey Management Services [Case No.: W25152, Teaching Note: W25154].
3. Kristofferson, Kirk and Janice Zolf (2022), "The Chosen One: The Digital Distribution Dilemma at Fitz Games," Ivey Management Services [Case No.: W27078, Teaching Note: W27079].

4. Lyu, Wei, Miaowen Hu, Jiaqing Zhao, Kun Lyu, Tianhun Yin and Kirk Kristofferson (2024), "Meorient: Critical Choices on the Road to Digital Transformation," Ivey Management Services [Case No.: W37333, Teaching Note: W37334].

5. Kristofferson, Kirk and Guanjie (Adil) Huang (2024), "Mixue Ice Cream & Tea: Revolutionizing China's Bubble Tea Game," Ivey Management Services [Case No.: W38735, Teaching Note: W38736].

6. Kristofferson, Kirk and Alex Larwill (2024), "Bud Lite Boycott: How the King of Beers Lost Its Throne," Ivey Management Services [Case No.: W37546, Teaching Note: W37547].

7. Seijts, Gerard, Ann Frost, and Kirk Kristofferson (2025), "Red Bull Racing's Leadership Struggles: The Christian Horner Scandal," Ivey Management Services [Case No.: W44200, Teaching Note: W44201].

WORKING PAPERS AND PAPERS UNDER REVIEW

13. Milne, Ethan*, Kirk Kristofferson, Miranda R. Goode, and Katherine White, "How Political Ideology Shapes Prosocial Consumer Behavior Research," Manuscript in preparation for fourth-round resubmission at the *Journal of Consumer Research*.
    *denotes Ph.D. student

14. Jiang, Peilin*, Kirsten Cowan, Jennifer Yule, and Kirk Kristofferson, "Understanding the Privacy Paradox in Augmented Reality Applications," Manuscript under second-round review at the *International Journal of Research in Marketing*.
    *denotes Ph.D. student

15. Wodnicki, Philippe*, Miranda R. Goode, and Kirk Kristofferson, "Measuring Perceived Economic Inequality: Implications for Marketing Research and Beyond," Revise and resubmit at the *Journal of the Academy of Marketing Science*.
    *denotes Ph.D. student

16. Cowan, Kirsten, Seth Ketron, Alena Kostyk, and Kirk Kristofferson, "Connecting People to Nature: Virtual Reality Gaming as an Innovative Marketing Tool to Promote Sustainable Behaviors," Manuscript in preparation for resubmission at the *International Journal of Research in Marketing*.

17. Hall, Matt, Jamie Hyodo, and Kirk Kristofferson, "A Social Influence Model of Recommender Outcomes: The Interacting Roles of Recommendee Choice and Satisfaction," Revise and Resubmit at *Marketing Letters*.

18. Milne, Ethan*, Kirk Kristofferson, and Miranda R. Goode, "Fanfiction," Manuscript in under review at the *Journal of the Academy of Marketing Science*.
    *denotes Ph.D. student

19. Fotheringham, Darima, Monika Lisjak, and Kirk Kristofferson, "Rage Against the Machine: When Consumers Sabotage Robots in the Marketplace," Manuscript in preparation for submission to the *Journal of Retailing*.

20. Milne, Ethan*, Kirk Kristofferson, and Miranda R. Goode, "Status-Seeking Aggression," Manuscript in preparation for submission to the *Journal of Consumer Research*.
    *denotes Ph.D. student

21. Milne, Ethan*, Kirk Kristofferson, and Miranda R. Goode, "Offensive Consumption," Manuscript in preparation for submission to the *Journal of Consumer Psychology*.
    *denotes Ph.D. student

CONFERENCE PRESENTATIONS

1. Zhu, Queenie, Kirk Kristofferson, Miranda R. Goode, and June Cotte, "Private Gems: The Psychology Behind Consumer Gatekeeping," *Society for Consumer Psychology* Conference on Privacy, Seattle, WA., USA, 2026.

2. Zhu, Queenie, Kirk Kristofferson, Miranda R. Goode, and June Cotte, "Hidden Gems: The Psychology Behind Consumer Gatekeeping," *Association for Consumer Research* Conference, Chicago, IL., USA, 2026.

3. Wodnicki, Philippe, Miranda R. Goode, and Kirk Kristofferson, "Measuring Perceived Economic Inequality: An Empirical Framework," *Association for Consumer Research* Conference, Chicago, IL., USA, 2026.

4. Hall, Matt, Jamie Hyodo, and Kirk Kristofferson, "I Can't Believe (You're Happy) You Ignored My Advice': How Recommendee Satisfaction Qualifies the Rejected Recommendation Effect," *Association for Consumer Research* Conference, Chicago, IL., USA, 2026.

5. Milne, Ethan, Kirk Kristofferson, Miranda R. Goode, and Katherine White, "How Political Ideology Shapes Prosocial Behavior Research," *Society for Consumer Psychology* Conference, San Diego, CA, USA, 2026.

6. Milne, Ethan, Kirk Kristofferson, and Miranda R. Goode, "Fanfiction: Copyright Threat or Brand Opportunity," *Society for Consumer Psychology* Conference, San Diego, CA, USA, 2026.

7. Cowan, Kirsten, Seth Ketron, Alena Kostyk, and Kirk Kristofferson, "Connecting People to Nature: Virtual Reality Gaming as an Innovative Marketing Channel to Promote Sustainable Behaviors," *Society for Consumer Psychology* Conference, San Diego, CA, USA, 2026.

8. Milne, Ethan, Kirk Kristofferson, Miranda R. Goode, and Katherine White "Defining Prosocial Consumer Behavior," *Association for Consumer Research* Conference, Washington, D.C., USA, 2025.

9. Jurewicz, Zuzanna, Kirk Kristofferson, and Miranda R. Goode, "Choosing Solitude Makes for Happier Experiences: The Role of Perceived Choice over Social Context," *Association for Consumer Research* Conference, Washington, D.C., USA, 2025.

10. Cowan, Kirsten, Seth Ketron, Alena Kostyk, and Kirk Kristofferson, "Connecting People to Nature: Virtual Reality Gaming as an Innovative Marketing Tool to Promote Sustainable Behaviors," *AMS World Marketing Conference*, Dijon, France, 2025.

11. Milne, Ethan, Kirk Kristofferson, Miranda R. Goode, and Katherine White, "How Political Ideology Shapes Prosocial Behavior Research," *Academy of Marketing Science* Annual Conference, Montreal, QC, Canada, 2025.

12. Milne, Ethan, Kirk Kristofferson, and Miranda R. Goode, "How Political Ideology Shapes Prosocial Consumer Behavior Research," *Southern Ontario Behavioural Decision Research* Conference, Toronto, Canada, 2025.

13. Wodnicki, Philippe, Miranda R. Goode, and Kirk Kristofferson, "Economic Shocks and Consumer Attitudes: A Lasting Effect?," *Southern Ontario Behavioural Decision Research* Conference, Toronto, Canada, 2025.

14. Milne, Ethan, Kirk Kristofferson, and Miranda R. Goode "Offensive Consumption," *Association for Consumer Research* Conference, Paris, France, 2024.

15. Milne, Ethan, Kirk Kristofferson, and Miranda R. Goode "The Politics of Prosocial Behavior," *Association for Consumer Research* Conference, Paris, France, 2024.

16. Milne, Ethan, Kirk Kristofferson, and Miranda Goode, "Fanfiction: When Copyright Violation Benefits Brands," *Fan Library and Information* Conference, London, UK, 2024.

17. Van der Sluis, Helen, Adriana Samper, Kirk Kristofferson, and Terri Hlava, "The Disability Preference Stereotype: Physical Disability Shapes Inferences of Utilitarian and Hedonic Preferences," *American Marketing Association CBSIG* Conference, Vienna, Austria, 2024

18. Milne, Ethan, Kirk Kristofferson, and Miranda Goode, "Fanfiction: When Copyright Violation Benefits Brands," *Fan Studies Network North America* Conference, Toronto, Canada, 2024.

19. Milne, Ethan, Kirk Kristofferson, and Miranda R. Goode "Retributive Philanthropy," *Theory and Practice in Marketing* Conference, Austin, TX, 2024.

20. Milne, Ethan, Kirk Kristofferson, and Miranda Goode, "Fanfiction: When Copyright Violation Benefits Brands," *Southern Ontario Behavior and Decision Research* Conference, Toronto, Canada, 2024.

21. Milne, Ethan, Kirk Kristofferson, and Miranda R. Goode "Offensive Consumption," *Society for Consumer Psychology* Conference, Nashville, TN, 2024.

22. Wodnicki, Philippe, Miranda R. Goode, and Kirk Kristofferson, "The Effect of Diversified Learning on the Retirement Planning and Debt Management of Lower-Income Consumers," *Society for Consumer Psychology* Conference, Nashville, TN, 2024.

23. Wodnicki, Philippe, Miranda R. Goode, and Kirk Kristofferson, "The Interactive Effect of Political Ideology and Perceived Economic Inequality on Support for Crowdfunding," *Society for Consumer Psychology* Conference, Nashville, TN, 2024.

24. Cowan, Kirsten, Seth Ketron, Alena Kostyk, and Kirk Kristofferson, "Virtual Flames of Change: Exploring Sustainable Consumer Behaviors through Innovative VR Gaming Experiences," *Society for Consumer Psychology* Conference, Nashville, TN, 2024.

25. Van der Sluis, Helen, Adriana Samper, Kirk Kristofferson, and Terri Hlava, "The Disability Preference Stereotype: Physical Disability Shapes Inferences of Utilitarian and Hedonic Preferences," *American Marketing Association Winter* Conference, St. Pete's Beach, FL, 2024.

26. Hall, Matthew J., Jamie G. Hyodo, and Kirk Kristofferson, "Rejected Recommendations Reduce Recommender Repurchase of a Previously-Recommended Product," *Association for Consumer Research* Conference, Seattle, WA, 2023.

27. Milne, Ethan, Kirk Kristofferson, and Miranda R. Goode "Fanfiction: When Copyright Violation Benefits Brands," *Association for Consumer Research* Conference, Seattle, WA, 2023.

28. Milne, Ethan, Kirk Kristofferson, and Miranda R. Goode "Retributive Philanthropy," *Association for Consumer Research* Conference, Seattle, WA, 2023.

29. Wodnicki, Philippe, Miranda R. Goode, and Kirk Kristofferson, "The Interactive Effect of Political Ideology and Perceived Economic Inequality on Support for Crowdfunding," *Association for Consumer Research* Conference, Seattle, WA, 2023.

30. Wodnicki, Philippe, Miranda R. Goode, and Kirk Kristofferson, "'I Will Never Not Be Poor': Higher Inequality Leads Lower-Income Consumers to Give Up," *Association for Consumer Research* Conference, Seattle, WA, 2023.

31. Fotheringham, Darima, Monika Lisjak, and Kirk Kristofferson, "Robots in the Marketplace: When Do Consumers Antagonize Them and Why," *Theory and Practice in Marketing Conference*, Lausanne, Switzerland, 2023.

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

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

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

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

36. Fotheringham, Darima, Monika Lisjak, and Kirk Kristofferson, "Robots in the Marketplace: When Do Consumers Antagonize Them and Why," *American Marketing Association Winter Conference*, Nashville, TN, 2023.

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

38. Jurewicz, Zuzanna, and Kirk Kristofferson, "Empowering Victims Through Choice: The Impact of Being Chosen on Consumer Charitable Support," *Society for Consumer Psychology* Conference, Nashville, TN, 2022.

39. Jurewicz, Zuzanna, and Kirk Kristofferson, "Empowering Victims Through Choice: The Impact of Being Chosen on Consumer Charitable Support," *Association for Consumer Research* Conference, Seattle, WA, 2021.

40. Van der Sluis, Helen, Adriana Samper, and Kirk Kristofferson, "Rethinking Perceptions of Disability: The Unintended Harm of Simplified Positive Inferences," *Society for Consumer Psychology* Conference, 2021.
    - Best Competitive Paper Award Runner Up

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

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

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

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

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

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

47. Kristofferson, Kirk, Michelle Daniels and Andrea Morales, "Positive Effects from Negative Virtual Experiences: How Virtual Reality Can Be Used Effectively in Marketing," *Association for Consumer Research* Conference, Atlanta, GA, 2019.

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

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

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

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

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

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

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

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

Athletes," *Journal for the Association for Consumer Research* Prosocial Behaviour Conference, Whistler, BC, Canada, 2018.

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

57. Kristofferson, Kirk, Andrea C. Morales, Brent McFerran, and Darren W. Dahl, "Can NFL Players be Viewed as Victims? How Camera Angles Can Increase Sympathy Towards Athletes," *Society for Consumer Psychology* Conference, Dallas, TX, 2018.

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

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

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

61. Van der Sluis, Helen, Adriana Samper, and Kirk Kristofferson, "Glass Houses: The Impact of Disability Perceptions on the Consumption Environment," *Society for Consumer Psychology Conference, San Francisco, CA, 2017.*
    - *Best Working Paper Award Winner*

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

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

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

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

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

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

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

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

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

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

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

INVITED PRESENTATIONS

- University of Basel, *2026*
- WU Vienna, *2025*
- Oregon State University, *2024*
- Toronto Metropolitan University, *2023*
- Shanghai Jiao Tong University, China, *2023*
- University of St. Gallen, Switzerland, *2022*
- University of Edinburgh, Scotland, *2022*
- Wilfred Laurier University, *2022*
- University of Glasgow, *2021*
- University of Guelph, *2019*
- Wilfred Laurier University, *2018*
- Governor General of Canada's Conference on Charitable Giving, Rideau Hall, Ottawa, Ontario, Canada, *2017*
- Ivey Business School, Western University, 2014, *2017*
- University of Kansas, *2016*
- Arizona State University, *2014*
- University of Texas at Austin, *2014*
- University of Arizona, *2014*
- University of Iowa, *2014*
- Georgia Institute of Technology, *2014*
- San Diego State University Arizona State University, *2014*

RESEARCH GRANTS AWARDED

Kristofferson, Kirk (2025), "Offensive Consumption," SSHRC Catalyst Grant, $19,600.

Kristofferson, Kirk and June Cotte (2024), "An Eye for an Eye By Donating? Investigating Retributive Philanthropy," SSHRC Insight Grant, $131,232.

Kristofferson, Kirk (2022), "Ivey Junior Faculty Fellowship," $25,000.

Kristofferson, Kirk and Ethan Milne (2022), "Retributive Philanthropy," SSHRC Explore Grant, $6,800.

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

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

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

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

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

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

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

AWARDS AND RECOGNITION

- Ivey Research Merit Award, 2026, 2025, 2024, & 2023 Winner
- R.A. Barford Professorship of Marketing Communications, 2026-2030
- *Journal of Consumer Psychology* Outstanding Reviewer Award, 2023 & 2022 Winner
- George and Mary Turnbull Faculty Fellowship, 2023-2025
- David G. Burgoyne Teaching Award, Ivey Business School 2023 Winner
- Ivey Early Career Impact Award, 2022 Winner
- Ivey Junior Faculty Fellowship, 2022 Winner
- Best Competitive Paper Award, *Society for Consumer Psychology Conference*, 2021 Runner Up
- Ivey Academic Impact Award, 2019 Winner
- Best Working Paper Award, *Society for Consumer Psychology Conference*, 2018 Winner
- John W. Teets Outstanding Undergraduate Teaching Award, ASU 2016 Winner
- AMA-Sheth Foundation Doctoral Consortium Fellow, 2014
- UBC Killiam Graduate Teaching Award, 2013 Winner
- Shelby L. Brumelle Memorial Graduate Scholarship, 2013-14
- Anne and John Brown Fellowship in Diabetes & Obesity Related Research, 2013-14
- Hugo E. Meilicke Memorial Fellowship, 2013-14
- UBC E.D. McPhee Fellowship, 2010, 2011, 2012

STUDENT MENTORING

PHD:

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

Zuzanna Jurewicz, Ph.D. Advisor, Ivey Business School, Western University (Placement: University of Minnesota Carlson School of Management, Post-Doc)

Ethan Milne, Ph.D. Advisor, Ivey Business School, Western University Placement: Toronto Metropolitan University)

Philippe Wodnicki, Ph.D. Advisor, Ivey Business School, Western University (Placement: Laval University)

Queenie Zhu (Ph.D. Advisor, Ivey Business School, Western University, current)

Daniel Zebian (Ph.D. Advisor, Ivey Business School, Western University, current)

Katie Helka (Ph.D., Advisor, Ivey Business School, Western University, current)

GRADUATE RESEARCH ADVISING: Master of Management:

Uma Jacoby, Ivey Business School, Western University

HBA UNDERGRADUATE RESEARCH ADVISING:

Michael Hawkes, Ivey Business School, Western University
Mansirat Singh, Ivey Business School, Western University
Annabella Gessen, Ivey Business School, Western University

HBA UNDERGRADUATE CASE WRITING ADVISING:

Alex Larwill, Ivey Business School, Western University
Shael Garay, Ivey Business School, Western University
Adil Huang, Ivey Business School, Western University

MBA CASE WRITING ADVISING:

Eric Janssen, Ivey Business School, Western University

UNDERGRADUATE HONOURS THESIS ADVISING:

Troy Penny, Arizona State University
Kavitha Ramohalli, Arizona State University
Sydney Mamus, Arizona State University

TEACHING

Ivey Business School, Western University – London, ON

Experimental Design (PhD Seminar)
- 2024-present

Strategic Marketing (MBA Marketing Capstone Course, Case Method)
- 2021-present

Strategic Market Planning (HBA Marketing Capstone Course, Case Method)
- 2021-present

Marketing Management (HBA Core, Case Method)
- 2019-2023

Arizona State University - Tempe

Competitive Marketing Strategy (Marketing Capstone Course, Case Method)

University of British Columbia – Vancouver

Marketing Strategy (Case Method)
Consumer Behaviour

PROFESSIONAL AFFILIATIONS

Association for Consumer Research
Society of Consumer Psychology
American Marketing Association

SERVICE (EXTERNAL)

- Editorial Review Board member, *Journal of Consumer Research, Journal of Marketing, Journal of Consumer Psychology, Journal of Retailing, Journal of Advertising Research, Marketing Letters*
- Associate Editor, *Society for Consumer Psychology Research Conference 2026, 2022*
- Associate Editor, *Association for Consumer Research Conference 2025*
- Associate Editor, *American Marketing Association Winter Conference 2026, 2019*
- Journal Reviewer, *Journal of Marketing Research, Journal of the Academy of Marketing Science, Journal of the Association for Consumer Research, Journal of Business Ethics*
- Program Committee, *Association for Consumer Research Conference 2017-21*
- Program Committee, *Society for Consumer Psychology Research Conference 2019-21*
- Annual Conference Reviewer, *Association for Consumer Research, Society for Consumer Psychology, American Marketing Association*
- Faculty Advisory Board member, Sauder School of Business AACSB Accreditation
- Coordinator, UBC-Sauder Marketing Behavioral Lab and Subject Pool, 2011-2014
- PhD Representative: EQUIS Accreditation Review

SERVICE (INTERNAL)

- Faculty Director, Ivey Behavioural Lab, 2022-present
- Research Policy Committee, 2022-2025
- Nominating Committee
- Ivey SSHRC Mentor Program
- HBA1 Appeals Committee
- New Faculty Orientation Panel
- Faculty Bios Review Committee

INDUSTRY EXPERIENCE

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

2006 – 2007 Bavarian Hospitality Group
Assistant Manager

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

CONSULTING EXPERIENCE

Flamingo, New York
Canadian Automobile Dealers Association