

CURRICULUM VITAE

June Cotte, Ph.D.

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ACADEMIC EXPERIENCE

Kraft Professor of Marketing	Ivey Business School Western University	2023 - present
Distinguished Visitor	Monash University (Melbourne)	2026 - 2027
Global Research Fellow	St. Andrews University, U.K.	2024 - 2025
Teaching Fellow	Melbourne University (Australia)	2025
Erskine Fellow	Canterbury University (New Zealand)	2025
Professor of Marketing	Ivey Business School Western University	2015 - present
Faculty Director, Research	Ivey Business School	2015 - 2019
- Member of Ivey's Executive Committee		
- Responsibility for enhancing, supporting, and promoting thought leadership amongst 110 faculty		
- Chair, Research Policy Committee		
- Fiscal responsibility for school research budget		
- Manage research staff, lead procurement and implementation of research metrics system		
- Market Ivey's thought leadership online and via social channels		
- Enhance research grant success through targeted initiatives and feedback procedures		
Assistant/Associate/Full Professor	Ivey Business School	2001 - present
Adjunct Professor	Fuqua Business School Duke University	2013 - 2019
Faculty Member	One League	2022 - present
Adjunct Professor	University of Ulster	2012 - 2021
Faculty Member	Semester at Sea Program	2015, 2022
Assistant Professor	Moore School of Business University of South Carolina	1998 - 2001

EDUCATION

Ph.D.	Marketing, University of Connecticut	1998
M.B.A.	Marketing, University of Windsor	1994
B.B.A. (First Class Honors)	Marketing, Brock University	1990

JOURNAL PUBLICATIONS

1. Schmitt, Bernd, June Cotte, Markus Giesler, Andrew Stephen and Stacy Wood (2024), “Editorial: Will We Be the Last Human Editors of JCR?” *Journal of Consumer Research*, 51 (3), 1-451-454.
<https://doi.org/10.1093/jcr/ucae053>
2. Gao, H.C., Xin (Shane) Wang,, Xi Li, and June Cotte (2024), Crowdfunding Success for Female versus Male Entrepreneurs Depends on Whether a Consumer versus Investor Decision Frame Is Salient. *Journal of Marketing Research*, <https://doi.org/10.1177/00222437241286790>.
3. Schmitt, Bernd, June Cotte, Markus Giesler, Andrew Stephen and Stacy Wood (2024), “Editorial: 50 Years of JCR,” *Journal of Consumer Research*, 51 (1), 1. <https://doi.org/10.1093/jcr/ucae020>
4. Cotte, June (2024), “Conversations on Society and Culture,” *Journal of Consumer Research*, 51 (1), 52-55.
<https://doi.org/10.1093/jcr/ucae010>
5. Xu, Lan, Shuangshuang Zhao, June Cotte and Nan Cui (2023), “Cyclical Time is Greener: The Impact of Temporal Perspective on Pro-Environmental Behavior,” *Journal of Consumer Research*, 50 (December), 722-741, <https://doi.org/10.1093/jcr/ucad016>
6. Goode, Miranda, Michael Moorhouse, June Cotte, and Jennifer Widney (2022), “Helping Those that Hide: The Effect of Anticipated Stigmatization on Concealment and Debt Reduction,” *Journal of Marketing Research*, 60 (6), 1135-1153, <https://doi.org/10.1177/00222437221146521>
7. Schmitt, Bernd, June Cotte, Markus Giesler, Andrew Stephen and Stacy Wood (2022), “Editorial: Relevance – Reloaded and Recoded,” *Journal of Consumer Research*, 48 (5), 753-755.
<https://doi.org/10.1093/jcr/ucab074>
8. Hendler, Flavia, Kathryn LaTour, June Cotte (2022), “Temporal Orientation and Customer Loyalty Programs,” *Cornell Hospitality Quarterly*, 63(4), 448–464, <https://doi.org/10.1177%2F19389655211008413>
9. Nguyen, Peter, Xin (Shane) Wang, Xi Li, and June Cotte (2021), “Reviewing Experts’ Restraint from Extremes and its Impact on Service Providers,” *Journal of Consumer Research*, 47 (February), 654-674.
<https://doi.org/10.1093/jcr/ucaa037>
10. Schmitt, Bernd, June Cotte, Markus Giesler, Andrew Stephen and Stacy Wood (2021), “Editorial: Our Journal – Our Intellectual Home,” *Journal of Consumer Research*, 47 (5), 633-635.
<https://doi.org/10.1093/jcr/ucaa065>
11. Liang, Jianping, Hongyan Jiang, and June Cotte (2019), “Upward Intergenerational Influences on Parents’ Innovativeness and Innovation Adoption: A Comparative Study of Single Child and Multiple Child Families,” *Journal of Consumer Behavior*, 18 (July), 350-359.

12. Scholder Ellen, Pam, June Cotte, and Joseph Goodman (2019), "The Business School's Glass Ceiling," BizEd, AACSB, <https://bized.aacsb.edu/articles/2019/march/the-business-schools-glass-ceiling>
13. (**NOTE:** invited, not peer reviewed).
14. Bagga, Charan, Neil Bendle, and June Cotte (2018), "Object Valuation and Non-Ownership Possession: How Renting and Borrowing Impact Willingness-to-Pay," *Journal of Academy of Marketing Science*, 47 (1), 97-117.
15. Whelan, Jodie, Miranda R. Goode, June Cotte, and Matthew Thomson (2016), "Consumer Regulation Strategies: Attenuating the Effect of Consumer References in a Voting Context," *Psychology and Marketing*, 33 (11), 899-916. DOI: 10.1002/mar.20927.
16. Aimee Huff and June Cotte (2016), "The Evolving Family Assemblage: How Senior Families 'Do' Family," *European Journal of Marketing*, 50 (5/6), pages 892-915. DOI: 10.1108/EJM-02-2015-0082.
17. Neil Bendle and June Cotte (2016), "Assumptions of Rationality in A Political Market: The Case of the Republican Autopsy," *Journal of Nonprofit & Public Sector Marketing*, 28 (1), 66-83 DOI: 10.1080/10495142.2016.1131481.
18. Wang, Xin (Shane), Neil Bendle, Feng Mai, and June Cotte (2015), "The Journal of Consumer Research At Forty: A Historical Analysis," *Journal of Consumer Research*, 42 (June), 5-18. (**NOTE:** Invited and peer reviewed.)
19. Barnhart, Michelle, Aimee Dinnin Huff, and June Cotte (2014), "Like a Member of the Family: Outsourcing Family to Professional Caregivers," *Journal of Marketing Management*, 30 (15-16): 1680-1702.
20. Blazevic Vera, Caroline Wiertz, June Cotte, Ko de Ruyter, and Debbie Isobel Keeling (2014), "GOSIP in Cyberspace: Conceptualization and Scale Development of General Online Social Interaction Propensity," *Journal of Interactive Marketing*, 28 (2), 87-100.
21. Robinson, Stacey, Michael Giebelhausen, and June Cotte (2013), "Shopping, Gambling or Shambling? An Introduction to Penny Auctions," *Journal of Business Research*, 66 (9), 1612-1616.
22. Huff, Aimee and June Cotte (2013), "Complexities of Consumption: The Case of Childcare," *The Journal of Consumer Affairs*, 47 (1), 72-97.
23. Trudel, Remi, Kyle B. Murray, and June Cotte, (2012), "Beyond Expectations: The Role of Regulatory Focus in Consumer Satisfaction," *International Journal of Research in Marketing*, March, 29 (1), 93-97.
24. Noseworthy, Theodore J., June Cotte, and Mark Lee (2011), "The Effects of Ad Context and Gender on the Identification of Visually Incongruent Products," *Journal of Consumer Research*, 38 (August), 358-375.
25. Lee, Mark, June Cotte, and Theodore J. Noseworthy (2010), "The Role of Network Centrality in the Flow of Consumer Influence," *Journal of Consumer Psychology*, 20 (1), 66-77.
26. Cotte, June and Kathryn Latour (2009), "Blackjack in the Kitchen: Understanding Online Versus Casino Gambling," *Journal of Consumer Research*, 35 (February), 742-758.
27. Trudel, Remi and June Cotte (2009), "Does it Pay to Be Good? Consumer Response to Ethical and Unethical Practices," *MIT/ Sloan Management Review*, 50 (2), 61-68.

28. Cotte, June, Tilottama G. Chowdhury, S. Ratneshwar, and Lisa Ricci (2006), "Pleasure or Utility? Time Planning Style and Web Usage Behavior," *Journal of Interactive Marketing*, 20 (1), 45-57.
29. Cotte, June, Robin Coulter, and Melissa Moore (2005), "Enhancing or Disrupting Guilt: The Role of Ad Credibility and Manipulative Intent," *Journal of Business Research*, 58 (3), 361-368.
30. Cotte, June, S. Ratneshwar, and David Glen Mick (2004), "The Times of Their Lives: A Phenomenological and Metaphorical Characteristics of Consumer Timestyles," *Journal of Consumer Research*, 31 (2), 333-345.
31. Cotte, June and Stacy Wood (2004), "Families and Innovative Consumer Behavior: A Triadic Study of Siblings and Parents," *Journal of Consumer Research*, 31 (1), 78-86.
32. Cotte, June and S. Ratneshwar (2003), "Choosing Leisure Services: The Effect of Consumer Timestyle," *Journal of Services Marketing*, 17 (6), 558-572. (Lead article)
33. Cotte, June and S. Ratneshwar (2001), "Timestyle and Leisure Decisions" *Journal of Leisure Research*, 33 (4), 396-409.
34. Ratneshwar, S., Allan D. Shocker, June Cotte and Rajendra K. Srivastava (1999), "Product, Person, and Purpose: Putting the Consumer Back into Dynamic Theories of Market Behavior," *Journal of Strategic Marketing*, 7, 191-208.
35. Cotte, June and S. Ratneshwar (1999), "Juggling and Hopping: The Created Meaning of Working Polychronically," *Journal of Managerial Psychology*, 14 (3/4), 184-204. (Lead article)
36. Cotte, June (1997), "Chances, Trances, and Lots of Slots: Gambling Motives and Consumption Experiences," *Journal of Leisure Research*, 29 (4), 380-406.
37. Cotte, June (1996), "Evaluating TQM Programs with Brand Equity," *Business Journal*, 13 (1/2), 25-31.

UNDER REVIEW OR IN PREPARATION

Under Review:

- Wang, Xin (Shane), Shijie Lu, Alix Barasch, June Cotte, Yu Ding, Siham El Kihal, Rajdeep Grewal, Praveen Kopalle, Xiao Liu, Sridhar Moorthy, Renana Peres, Jun Hyun (Joseph) Ryoo, and Isamar Troncoso "Dissolving Boundaries in the Metaverse: Implications of Loosened Consumer Identity, Time, Space, and Financial Constraints to Marketing Research," (*International Journal of Research in Marketing*). Status: Under second round review.
- Moorhouse, Michael and June Cotte, "Governance Solutions for Double-Sided Agency and Dual Agency in Sharing Economy Platform Markets" (*Journal of Business Research*). Status: Under first round review.
- Cotte, June and Joseph Crim, "Time in Consumption," (*Oxford Bibliographies*), Status: Under first round review.
- Pratt, Alexander Bolton, Stacey G. Robinson, June Cotte, Maarten Bos, and Yozen Liu, "Low Battery, Low Engagement: The Impact of Smartphone Battery Levels," (*Journal of Consumer Research*), Status: Under first round review.

In Preparation:

September 12, 2025

Moorhouse, Michael, June Cotte, and Matt Meister “Ratings Positivity Bias in Peer-To-Peer Sharing Economy Businesses: Causes and Solutions”

Cotte, June, Robin Coulter, and Linda Price “Women Exhausted! Getting a Fresh Start and Finding Balance in Life,” Book contract, Rotman/University of Toronto Press.

Moorhouse, Michael, Phillippe Wodnicki, Miranda Goode, and June Cotte “Partners in Debt”

HONORS, AWARDS, AND FELLOWSHIPS

Editor, *Journal of Consumer Research* (2021-2024)

President-Elect, President, Past-President, Association for Consumer Research: 2020-2022

Co-Founder, DCMA – Designing a Career in the Marketing Academy – mentoring and development program for junior female marketing scholars

Canada’s Top 50 Women Over 50 (2025)

Senior Editorial Board, *Marketing Management Journal*, 2025 - present

Runner-Up: Best Paper, Nicosia Award – Association for Consumer Research Conference, 2024

Ivey Business School Faculty Research Merit Award, 2008, 2010, 2011, 2012, 2013, 2022, 2023

Editorial Review Board, *Journal of Marketing*, 2017-2022

Editorial Review Board, *Journal of Consumer Psychology*, 2009-2022

Faculty Fellow, AMA/Sheth Doctoral Consortium: 2008, 2010, 2011, 2013, 2014, 2017, 2021, 2022, 2023

Faculty Fellow, Society for Consumer Psychology Doctoral Consortium, 2010, 2011, 2012

Faculty Fellow, Association for Consumer Research Doctoral Consortium, 2011, 2015, 2016

Chair, American Marketing Association Consumer Behavior Special Interest Group (CBSIG): 2019-2020

Scott & Melissa Beattie Professor in Marketing, 2015-2020

Ivey Business School Faculty Service Award, 2017

Best Paper (Runner-Up), *Journal of Interactive Marketing*, volume 28, 2015

R.A. Barford Professor of Marketing, 2012-2014

Co-Chair, ACR North American Conference, 2014

University of Western Ontario Faculty Scholar, 2010-2012

USC Teaching Honor Roll, Award of Excellence, 2010-2011

George and Mary Turnbull Faculty Fellow, Ivey Business School, 2007-2012

Co-Chair, ACR-AP Conference, 2011 (Beijing)

American Marketing Association Academic Council Member, 2007-2010

MBA ’83 Faculty Fellowship, Ivey Business School, 2004-2006

Case Writer of the Year, Asia Pacific Case Writing Competition, 2003

Excellence in Teaching, USC Mortar Board Honors Society, 1999-2000

USC Representative, Faculty Development in International Business: Brazil, Chile, Argentina, 2000
Honorable Mention, John A. Howard / AMA Doctoral Dissertation Award, 1999
Best Paper, International Research Seminar on Marketing Communications & Consumer Behavior, 1999
Best Paper, Nicosia Award – Association for Consumer Research Conference, 1998
Best Paper, Communicating with Customers Track, AMA Winter Educators' Conference, 1997
Fellow, American Marketing Association Faculty Consortium, 1999
Doctoral Student Teaching Award, University of Connecticut, 1996-1997
Fellow, American Marketing Association Doctoral Consortium, 1996

MOST RECENT OR UPCOMING INVITED TALKS

Invited Research Speaker, Indian School of Business, Hyderabad, India, January 2026
Invited Keynote Speaker – Association for Consumer Research Latin American Conference, Sao Paulo, Brazil, June 2025.
Invited Research Speaker, FGV EBAPE Brazilian School of Public and Business Administration, June 2025
Invited Research Speaker, Monash University, Australia, February 2025
Invited Research Speaker, Melbourne University, Australia, February 2025
Invited Research Speaker, University of Sydney, Australia, February 2025
Invited Research Speaker, University of New South Wales, Australia, February 2025
Invited Research Speaker, Canterbury University, New Zealand, March 2025
Invited Research Speaker, Bucknell University, October 2024
Invited Research Speaker, St. Andrews University (U.K.), September 2024
Invited Research Speaker, Michigan State University, March 2024.
Featured Panelist, Challenges of Europe Conference, Croatia, May 2023.
Invited Research Speaker, University of Massachusetts-Amherst, May 2023.
Invited Research Speaker, West Virginia University, March 2023.
Invited Research Speaker, University of Texas at Austin, March 2023.
Invited Research Speaker, University of North Florida, March 2023.
Invited Research Speaker, George Washington University, February 2023.
Invited Research Speaker, Nanyang Technical University, Singapore, January 2023.
Invited Research Speaker, Marketing in Israel Conference, December 2022.
Eminent Scholars Research Series, ESSEC Business School, Paris, November 2022.
Invited Research Speaker, Said Business School Marketing Camp, Oxford University, September 2022.
Invited Research Speaker, HEC Montreal, September 2022.

Plenary Speaker, “State of Consumer Research,” Conference of the Emerging Markets Conference Board, Puebla, Mexico, November 2021.

Association for Consumer Research *Presidential Address* “Generalists: Bulwark Against Tribalism,” October 2021, available at: <https://www.acrwebsite.org/web/acrvideos>

Invited Research Speaker, University of Denver, October 2021.

Keynote Speaker, “Trends in Consumer Scholarly Research,” China Marketing International Conference, Chinese Marketing Scholars Association, August 2021.

Keynote Speaker, “Trends in Consumer Scholarly Research,” Alliance Students Conference (ASCON), Bangalore, India, June 2021.

Invited Research Speaker, IIM Bangalore, India, April 2021.

Invited Research Speaker, George Mason University, 2020.

Invited pro-seminar speaker, “Writing Up Scholarly Research,” University of Arizona, 2020.

Invited pro-seminar speaker “Conducting Rigorous Multi-Method Research,” University of Connecticut, 2020.

Invited Research Speaker, Boston College, 2020.

Practitioner Address / Invited Panelist, “Relevant Social Science: Academics and Business Working Together,” BEWorks Summit, Toronto, 2019.

Invited Research Speaker, Duke University, 2017.

Distinguished Alumni Speaker, University of Connecticut, 2017.

Invited Research Speaker, University of Illinois, October 2016.

Invited Research Speaker, McGill University, April 2016.

Practitioner Address, “Consumer Insights,” Royal Bank of Canada, Toronto, 2016.

Practitioner Address, “Consumer Insights” CIBC Global Markets Group, Toronto, 2015.

Practitioner Address, “Consumer Insights” Presentation to London business leaders at launch of Startech.com donor agreement, 2014.

Invited Research Speaker, Duke University, 2014.

Invited Research Speaker, University of Guelph, 2013.

Practitioner Address / Keynote Speaker, “When Will Consumers Pay More for Ethical Products?” Public Relations Society of America International Conference, San Francisco, October 2012.

BOOKS, BOOK CHAPTERS, BOOK REVIEWS, AND OTHER PUBLICATIONS

- Cotte, June and Geoffrey Kistruck (2024), “The Meanings of Marketers: Depth Interviews with Sales Executives,” *Handbook of Qualitative Research Methods in Marketing*, 2nd edition, eds. Russell Belk and Cele Otnes, Edward Elger Publishing: Northampton, Massachusetts, forthcoming.
- Lee, Seung Hwan (Mark) and June Cotte (2016), “Tons Consulting: The MP² Training Program” Ivey Case #9B07C029, in *Organizational Behaviour*, 10th Edition, Gary Johns and Alan Saks, Pearson.

- Marta Jarosinski and Cotte, June (2016), “Burberry,” Ivey Case #9B14A014, in *International Marketing*, 11th Edition, Veren Terpstra, James Foley, and Ravi Sarathy, Naper Publishing Group.
- Cotte, June and Stacy Wood (eds.) (2014), *Advances in Consumer Research*, Volume 42, Association for Consumer Research: Duluth, MN.
- Cotte, June (2013), “I Don’t Really Know Where The Money Goes, Do You? Online Gambling and The Naïve Screenager,” in *The Routledge Companion to Digital Consumption*, eds. Russell Belk and Rosa Llamas, Routledge: New York, 261-272.
- Cotte, June (2013), “The Pepsi Ultimate Taste Challenge 2012: Social Enough?” Ivey Case #9B12A026, in *Business*, 8th Edition, Ronald J. Ebert, Ricky W. Griffin, Fred Starke, George Dracopoulos and Melanie Lang (eds.), Pearson: Toronto.
- Cotte, June and Kathryn Latour (2012), “Gambling Myths vs. Reality: Implications for Transformative Public Policy,” in *Transformative Consumer Research for Personal and Collective Well-Being*, eds. David Glen Mick, Simone Pettigrew, Cornelia Pechmann and Julie L. Ozanne, Routledge: New York, 485-498.
- Lee, Seung Hwan (Mark) and June Cotte, Ivey Case # 9B09C020 “Please Stop Working So Hard!” in *Cases in Leadership*, 3rd edition, Glenn Rowe and Laura Guerrero (eds.), Sage Publications.
- Yi, Zhihong, Jing Jian Xiao, June Cotte and Linda Price (eds.) (2011), *Asia-Pacific Advances in Consumer Research*, Volume 9, Association for Consumer Research: Duluth, MN.
- Trudel, Remi and June Cotte (2008), “Is It Really Worth It? Consumer Response to Ethical and Unethical Practices,” *Wall Street Journal Business Insights*, May 12.
- Cotte, June and Geoffrey Kistruck (2006), “The Meanings of Marketers: Depth Interviews with Executives,” *Handbook of Qualitative Research Methods in Marketing*, ed. Russell Belk, Edward Elger Publishing: Northampton, Massachusetts, 465-475.
- Cotte, June and S. Ratneshwar (2000), “Timestyle and Consuming Leisure Time: Why Do We Do What We Do?” in *The Why of Consumption*, eds. S. Ratneshwar, David Glen Mick and Cynthia Huffman, Routledge: London and New York, 216-236.
- Cotte, June (2001), Book Review: “Rethinking Marketing: Qualitative Strategies and Exotic Visions,” by Alf H. Walle III, *Journal of the Academy of Marketing Science*, vol. 29 (4), 420-421.
- Cotte, June (1998), Book Review: “Time for Life: The Surprising Ways Americans Use Their Time,” by John P. Robinson and Geoffrey Godbey, *Journal of Marketing*, vol. 62 (3), 145-148.

DOUBLE-BLIND PEER-REVIEWED CONFERENCE PROCEEDINGS

ACR Proceedings:

- Gao, Huachao, Xin (Shane) Wang, Xi Li, and June Cotte (2024), “She is Closer Than He: How Entrepreneur Gender Impacts Consumer Support in Crowdfunding,” (*Advances in Consumer Research*), forthcoming.
Runner-Up, Nicosia Award for Best Paper

- Moorhouse, Michael and June Cotte (2022), "Trust Ratings Disguised as Satisfaction Ratings: Why Sharing Economy Ratings are Nearly Always Positive, and How to Fix the Bias," *Advances in Consumer Research*, 50, eds. Haipeng (Allan) Chen, Giana Eckhardt, and Rebecca Hamilton, Duluth MB: Association for Consumer Research, Pages: 462-463.
- Goode, Miranda, Michael Moorhouse, Jennifer Widney, and June Cotte (2021) "Helping Those That Hide: the Effect of Anticipated Stigmatization on Concealment and Debt Reduction," *Advances in Consumer Research*, 48, eds. Jennifer Argo, Tina M. Lowrey, and Hope Jensen Schau, Duluth MB: Association for Consumer Research, Pages: 370-371.
- Xu, Lan, June Cotte, Nan Cui, and Yiran Jiang (2021), "Was the Past Heavier? The Impact of Product Temporal Orientation on Perceived Heaviness and Product Purchase," *Advances in Consumer Research*, 48, eds. Jennifer Argo, Tina M. Lowrey, and Hope Jensen Schau, Duluth MB: Association for Consumer Research, Pages: 790-791.
- Xu, Lan, Shuangshuang Zhao, June Cotte, and Nan Cui (2020), "Cyclical Time is Greener: The Impact of Temporal Perspective on Pro-Environmental Behavior," *Advances in Consumer Research*, 47, eds. Rajesh Bagchi, Lauren Block, and Leonard Lee, Duluth, MN : Association for Consumer Research, Pages: 912-913.
- Wang, Juan, Miranda Goode, and June Cotte (2019), "Making Connections: The Influence of Event Sequence on the Evaluation of Extraordinary Experiences," *Advances in Consumer Research*, 47, eds. Rajesh Bagchi, Lauren Block, and Leonard Lee, Duluth, MN : Association for Consumer Research, Pages: 907-908.
- Maxwell-Smith, Matthew, Allison R. Johnson, June Cotte, Sharon Shavitt, and Steven Shepherd (2019) ,"7M Sest: a New Integrative Model to Illustrate How Social Class, Economic System-Justification, and System Threats Jointly Influence Consumer Preferences," *Advances in Consumer Research*, 47, eds. Rajesh Bagchi, Lauren Block, and Leonard Lee, Duluth, MN : Association for Consumer Research, Pages: 983-983.
- Nguyen, Peter, Xin (Shane) Wang, Xi Lee, and June Cotte (2018), "When Novices have More Influence than Experts: Empirical Evidence from Online Peer Reviews," *Advances in Consumer Research*, 46, eds. Andrew Gershoff, Robert Kozinets, and Tiffany White, Duluth, MN : Association for Consumer Research, Pages: 719-721.
- Juan Wang, Miranda Goode, and June Cotte (2017) ,"Design an Experience Bundle: The Role of Experience Structure", *Advances in Consumer Research*, vol 45, eds. Ayelet Gneezy, Vlaslas Griskevicius, and Patti Williams, Duluth, MN : Association for Consumer Research, Pages: 951-951.
- Whelan, Jodie, Miranda Goode and June Cotte (2013), Cuing Consumer Identity Salience: The Moderating Role of Consumer Boundaries, *Advances in Consumer Research*, vol. 41, eds. Simona Botti and Aparna Labroo, Duluth, MN : Association for Consumer Research, Pages: 567-568.
- Whelan, Jodie, Miranda R. Goode, and June Cotte (2011), "The Consumer Role: Core Characteristics and Personal Boundaries," *Advances in Consumer Research*, vol. 39, eds. Rohini Ahluwalia, Tanya L. Chartrand, and Rebecca K. Ratner, Duluth, MN : Association for Consumer Research, Pages: 200-201.
- Giebelhausen, Michael, Stacey Robinson, and June Cotte (2011),"Shopping + Gambling = Shambling: the Online Context of Penny Auctions", in *Advances in Consumer Research* vol. 39, eds. Rohini Ahluwalia, Tanya L. Chartrand, and Rebecca K. Ratner, Duluth, MN : Association for Consumer Research, Pages: 174-175.

- Lee, Seung Hwan (Mark), June Cotte (2010), "Opinion Seeking in Consumer Networks", in *Advances in Consumer Research* vol. 38, eds. Darren W. Dahl, Gita V. Johar, and Stijn M.J. van Osselaer, Duluth, MN: Association for Consumer Research.
- Huff, Aimee and June Cotte (2010), "Caught Between a Rock and a Hard Place: Adult Children's Consumption of Care Services for Their Elderly Parents", in *Advances in Consumer Research* vol. 38, eds. Darren W. Dahl, Gita V. Johar, and Stijn M.J. van Osselaer, Duluth, MN : Association for Consumer Research.
- Huff, Aimee and June Cotte (2010), "It's Been My Number One Source of Stress: The Decision to Pay for Care," *Advances in Consumer Research*, vol. 37 eds. Margaret C. Campbell, Jeff Inman, and Rik Pieters, Duluth, MN: Association for Consumer Research, 729-730.
- Noseworthy, Theodore J., Mark Lee and June Cotte (2010) "Context as a Source of Clarity: The Effects of Ad Context and Gender on Consumers' Processing of Product Incongruity," *Advances in Consumer Research*, vol. 37 eds. Margaret C. Campbell, Jeff Inman, and Rik Pieters, Duluth, MN: Association for Consumer Research, 400-405.
- Trudel, Remi and June Cotte (2008), "Reward or Punish? Willingness to Pay For Ethically-Produced Goods," *Advances in Consumer Research*, vol. 35 eds. Angela Y. Lee and Dilip Soman, Duluth, MN: Association for Consumer Research, 740.
- Trudel, Remi, Kyle Murray and June Cotte (2007), "The Effect of Regulatory Focus on Satisfaction," *Advances in Consumer Research*, vol. 35 eds. Angela Y. Lee and Dilip Soman, Duluth, MN: Association for Consumer Research, 231.
- Cotte, June and Robin Ritchie (2005), "Advertisers' Theories of Consumers: Why Use Negative Emotions to Sell?" *Advances in Consumer Research*, vol. 32 eds. Geeta Menon and Akshay R. Rao, Duluth, MN: Association for Consumer Research, 24-31.
- Papyrina, Veronika and June Cotte (2004), "Men and Women Watching and Reading: Gender, Media, And Message Effects in Advertising," *Advances in Consumer Research*, vol. 31 eds. Barbara E. Kahn and Mary Frances Luce, Valdosta GA, Association for Consumer Research, 509-510.
- Coulter, Robin, June Cotte and Melissa Moore (1999), "Believe It or Not: Persuasion, Manipulation and Credibility of Guilt Appeals," *Advances in Consumer Research*, vol. 26 eds. Eric J. Arnould and Linda H. Scott, Provo UT, Association for Consumer Research, 288-294.
- Ligas, Mark and June Cotte (1999), "The Process of Negotiating Brand Meaning: A Symbolic Interactionist Perspective," *Advances in Consumer Research*, vol. 26 eds. Eric J. Arnould and Linda H. Scott, Provo UT, Association for Consumer Research, 609-614. **Nicosia Award for Best Paper**
- Cotte, June and S. Ratneshwar (1998), "Consumer Decisions on Discretionary Time: A Sociocognitive Perspective", *Advances in Consumer Research*, vol. 25 eds. Joseph W. Alba and J. Wesley Hutchinson, Provo UT, Association for Consumer Research, 268-275.

Other Double-Blind Peer-Reviewed Conference Proceedings:

- Moorhouse, Michael, June Cotte, and Matt Meister, "Ratings Positivity Bias in Peer-To-Peer Sharing Economy Businesses: Causes And Solutions," (2024 *Asia-Pacific Association for Consumer Research Conference*, Bali Indonesia).

- Moorhouse, Michael, June Cotte, and Matt Meister, "Ratings Positivity Bias in Peer-To-Peer Sharing Economy Businesses: Causes And Solutions," (2024 *American Marketing Association Consumer Behavior Special Interest Group Conference*, Vienna Austria).
- Moorhouse, Michael, June Cotte, Xin Wang, and Annie Ding, "Trust, Tension, and Governance in the Sharing Economy: An Integrated Model of Agency and Social Exchange" (2021 *American Marketing Association Winter Educators' Conference*).
- Goode, Miranda, Michael Moorhouse, June Cotte, and Jennifer Widney (2019), "The Effects of Stigmatization on Debtors and Debt Reduction Behaviors," (2019 *Marketing for the Social Good Conference Proceedings*).
- Goode, Miranda, Juan Wang, and June Cotte (2016), "Experiencing Experiences: Great Strategies for Designing, Purchasing, and Enjoying Experiences," (2016 *Society for Consumer Psychology Conference Proceedings*).
- Maxwell-Smith, Matthew, June Cotte and Allison Johnson (2013), "Consuming in Support of the Free Market: The Relation Between Economic System-Justification and Consumer Preferences and Behaviors," (2013 *Society for Consumer Psychology Proceedings*).
- Liang, Jianping, Hongyan Jiang and June Cotte (2013), "Upward Intergenerational Influences on Innovation Diffusion: The Impact of Lay Theories of Innovativeness on Innovation for Parents," (2013 *AMA Summer Educators' Conference Proceedings*).
- Lee, Mark and June Cotte (2009) "The Role of Network Centrality in the Flow of Consumer Influence," (2009 *Administrative Studies Association of Canada Conference Proceedings*).
- Trudel, Remi and June Cotte (2008), "Reward or Punish? Willingness to Pay For Ethically-Produced Goods," (2008 *Society for Consumer Psychology Conference Proceedings*).
- Trudel, Remi, Kyle Murray and June Cotte (2008), "Beyond Expectations: The Influence of Goal Orientation on Consumer Satisfaction," (2008 *Society for Consumer Psychology Conference Proceedings*).
- Trudel, Remi and June Cotte (2007), "The Effect of Regulatory Focus on Satisfaction," (2007 *European Advances in Consumer Research Conference*).
- Liang, Jianping and June Cotte (2007), "When the Influencer Becomes the Influenced: An Explorative Study of Young Adults' Influence on Parents' Innovation Adoption," (*Administrative Studies Association of Canada 2007 Conference Proceedings*).
- Wiertz, Caroline, Vera Blazevic and June Cotte (2005), "Reactions to Online Interactions: Conceptualization and Scale Development of Online Interaction Propensity," (2005 *American Marketing Association Summer Educators' Conference Proceedings*).
- Cotte, June and Mark Ligas (2003), "Timestyle and Shopping Style," *European Advances in Consumer Research*, vol. 6 eds. Darach Turley and Stephen Brown, Valdosta GA, Association for Consumer Research, 89-95.
- Cotte, June and Robin Coulter (2001), "Reacting to Emotional Ads: Measurement and Gender Issues," *Proceedings of the Fourth International Research Seminar on Marketing Communications and Consumer Behavior*, eds. Christian Derbaix, Lynn R. Kahle, Dwight Merunka, and Alain Strazzieri, 153-168).
- Cotte, June and S. Ratneshwar (2000), "Exploring the Timestyle Construct: Operationalization and Measurement Issues," (Abstract) *2000 AMA Winter Educators Conference Proceedings*, eds. John P. Workman Jr. and William D. Perreault, 309.

- Cotte, June and Derrick Boone (2000), "Innovative Products and Consumer Timestyle: Impacts on Brand Equity," (Special Session on Brand Equity) *2000 Society for Consumer Psychology Conference Proceedings*, eds. Jeff Inman, Kelly Tepper, and Tommy Whittler, 36.
- Cotte, June and Stacy Wood (2000), "Families And Innovative Behavior: A Triad Study Of Influence," (Abstract) *2000 Society for Consumer Psychology Conference Proceedings*, eds. Jeff Inman, Kelly Tepper, and Tommy Whittler, 6.
- Cotte, June, Robin Coulter, and Melissa Moore (1999), "Enhancing or Disrupting Guilt: The Role of Ad Credibility and Manipulative Intent," *Proceedings of the Third International Research Seminar on Marketing Communications and Consumer Behavior*, eds. Yves Evrard, Wayne D. Hoyer and Alain Strazzieri, 90-103.
- Cotte, June and Mark Ligas (1999), "Temporal Style and Shopping Style: An Exploratory Study," (Abstract) *1999 Society for Consumer Psychology Conference Proceedings*, eds. Madhu Viswanathan, Larry Compeau and Manoj Hastak, 87-90.
- Cotte, June (1998), "Leisure Time Decisions: The Influence of Tempocognitive Structure", (Abstract) *Society for Consumer Psychology Conference Proceedings*, eds. Margaret C. Campbell and Karen A. Machleit, 204-206.
- Coulter, Robin, June Cotte, and Melissa Moore (1997), "Guilt Appeals in Advertising: Are You Feeling Guilty?" *1997 AMA Winter Educators Conference Proceedings*, eds. Debbie Thorne LeClair and Michael Hartline, 109-115.

CONFERENCE PRESENTATIONS

- Moorhouse, Michael, June Cotte, and Matt Meister (2024), "Ratings Positivity Bias in Peer-To-Peer Sharing Economy Businesses: Causes And Solutions" *AMA - CBSIG Conference*.
- Moorhouse, Michael, June Cotte, and Matt Meister (2024), "Ratings Positivity Bias in Peer-To-Peer Sharing Economy Businesses: Causes And Solutions" *Asia-Pacific ACR Conference*.
- Xu, Lan, Shuangshuang Zhao, June Cotte, and Nan Cui, (2020), "Cyclical Time is Greener: The Impact of Temporal Perspective on Pro-Environmental Behavior," *Society for Consumer Psychology Conference*.
- Bagga, Charan, Neil Bendle, and June Cotte (June 2018), "How Non-Ownership Physical Possession Impacts Object Valuation" *ISMS Marketing Science Conference*.
- Nguyen, Peter, Xin (Shane) Wang, Xi Lee, and June Cotte (June 2018), "How Beginner Reviewers Systematically Benefit and Harm Service Providers: Biases in Rating Approaches on User-Generated Reputation Systems," *European Association for Consumer Research Conference*.
- Nguyen, Peter, Xin (Shane) Wang, Xi Lee, and June Cotte (February 2018), "How Beginner Reviewers Systematically Benefit and Harm Service Providers: Biases in Rating Approaches on User-Generated Reputation Systems," *American Marketing Association Winter Educators' Conference*.
- Wang, Juan, Miranda R. Goode, and June Cotte (October 2017), "Designing a Hybrid Experience: The Effect of Experience Structure on Consumers' Evaluations," *Association for Consumer Research Conference*.

- Wang, Juan, Miranda R. Goode, and June Cotte (August 2017), “Designing a Hybrid Experience: The Effect of Experience Structure on Consumers’ Evaluations,” *Harnessing Analytics Symposium*, College of Business and Economics, University of Guelph.
- Bagga, Charan, June Cotte and Neil Bendle (2013), “Shades of Love: Effect of Possession Type on Object Valuation,” (2013 *Marketing Science Conference*).
- Maxwell-Smith, Matthew, Allison Johnson and June Cotte (2013), “Consuming to Support the Free Market: The Effects of Economic System-Justification on Consumer Preferences,” (2013 *Association for Consumer Research Conference*).
- Cotte, June “When Will Consumers Pay More for Ethical Products?” **Keynote Address**, *Public Relations Society of America International Conference*, San Francisco, October 2012.
- Noseworthy, Theodore J., Karen Finlay, and June Cotte, “The Impact of Ambient Adjustments on the Temporal Monitoring of At-Risk Gamblers,” (2011 *Association for Consumer Research Conference Special Session*).
- Giebelhausen, Michael D., Stacey Robinson, and June Cotte, “Shopping + Gambling = Shambling: The Online Context of Penny Auctions,” (2011 *Association for Consumer Research Conference Special Session*).
- Huff, Aimee Dinnin and June Cotte, “The Ambivalent Role of Adult Siblings in Family Decisions about Elder Care,” (2011 *Association for Consumer Research Conference Special Session*).
- Cotte, June “Gambling Beliefs Versus Reality: Implications for Transformative Public Policy” *10th Annual Alberta Gaming Research Institute Conference* (Banff, April 2010).
- Aparna, Marina, Vanessa Strike and June Cotte, “The Role of Time in Post-Merger Integration,” (2009 *Israel Strategy Conference*).
- Cotte, June “Socially Conscious Consumers,” (2009 Conference Board of Canada Western CSR Conference – May)
- Cotte, June “Socially Conscious Consumers,” (2009 Conference Board of Canada Eastern CSR Conference – April)
- Lee, Seung Hwan (Mark) and June Cotte, “Moderating Role of Member Identification on the Relationship Between Network Centrality and Opinion Leadership / Satisfaction,” (2008 *Association for Consumer Research Conference Working Paper*).
- Liang, James and June Cotte, “An Investigation of College Students’ Influence on Parents’ Innovation Adoption,” (2008 *Association for Consumer Research Conference Working Paper*).
- Cotte, June, “To Market, To Market: Trends and Insights into Marketing Academia’s Job Market,” (2008 *American Marketing Association Summer Educators’ Conference*).
- Lee, Seung Hwan (Mark) and June Cotte, “Regretful Decision-Making: Post-Purchase Consumer Regret,” Poster presented at the 2008 *Southern Ontario Behavioral Decision Research Conference*, Waterloo, Ontario.
- Cotte, June and Katherine Braun-Latour, “The Warrior, The Escape Artist, And The Hidden Addict: Gambling And The Movement Of Consumption Into The Private Sphere,” (2007 *Consumer Culture Theory Conference*).

- Cotte, June, "Casino Gambling: Meanings, Motives and Marketers," (2006 *Association for Consumer Research Conference Special Session*).
- Cotte, June, Remi Trudel, and Cathy Ly, "Ethical Behaviors in Sales: A Dyadic Study," (2006 *Administrative Sciences Association Conference*).
- Trudel, Remi and June Cotte, "Do Corporate Ethics Affect Consumer Purchase Decisions?" (2006 *International Conference on Corporate Responsibility and Global Business: Implications for Corporate and Marketing Strategy*, Working Paper)
- Cotte, June, "How Well Do We Know Each Other? Theory and Method in Dyadic Prediction" (2004 *Association for Consumer Research Conference Special Session*).
- Cotte, June and S. Ratneshwar, "Siblings' Preferences in Leisure Goals and Activities: Similarity vs. Predictive Accuracy," (2003 *SCP Conference Special Session*).
- Papyrina, Veronika and June Cotte, "Gender Differences in Responses to Advertising," (2003 *SCP Conference*, Working Paper Presentation).
- Cotte, June, Tom Madden and Ted Allenbach, "Timestyles and Sales Teams: A Multi-Country Study," (2001 *AMA Winter Educators Conference* – presentation).
- Cotte, June, S. Ratneshwar and Lisa Ricci, "The Role of Timestyle in Individual Differences in Web Usage Goals, Behaviors, and Experiences," (2001 *SCP Conference* – presentation).
- Ricci, Lisa, June Cotte and S. Ratneshwar, "Toward Understanding Individual Differences in Web Usage: The Case for Timestyle," (2000 *Association for Consumer Research Conference* - presentation).
- Coulter, Robin, Gerald Zaltman, June Cotte and Melissa Moore (1998), "The Good, The Bad, and the Ugly: The Three Faces of Advertising," invited address - Advertising Special Interest Group - 1998 *American Marketing Association Summer Educators Conference*.

GRANTS

Total grants as of end of 2022: Over \$1.2 million

Canadian Foundation for Innovation-Leaders Opportunity Fund - “Decision Making Laboratory,”
(\$232,171) - Principal Investigator, 2020

Social Sciences and Humanities Research Council - “Partners in Debt: Understanding How Interpersonal Dynamics Influence Help-Seeking,” Co-Applicant, 2022, (\$98,359)

Social Sciences and Humanities Research Council - “The Untold Story of Consumers’ Everyday Experience and Management of Depletion,” Principal Investigator, 2016-2020, (\$161,900)

Sheth Foundation Grant – Conference Co-Chair

“Designing a Career in the Marketing Academy” Conference for Emerging Female Marketing Scholars 2016, 2017, 2018, 2019, 2020, (total grants \$28,000 to date)

Association for Consumer Research Grant – Conference Co-Chair

“Designing a Career in the Marketing Academy” Conference, New York City, 2015 (\$2500)

Both the ACR and the Sheth Foundation Grants allowed myself and my co-chair (Joan Ball) to run a successful, annual, invitation-only three-day event. We gather together a small group (typically 22) of senior female marketing doctoral students and pre-tenure faculty for a design-thinking inspired workshop about a career in the marketing academy. We focus on the research, teaching, and service components of the career during the workshop, and maintain an active online alumni group afterward. As word of mouth has spread, we have an extensive waiting list, and we are currently training other senior female faculty to run similar events in other parts of North America. I firmly believe in the phrase “diversity in the classroom begins at the front,” and we have sought participants from communities of color, and from smaller institutions that may not offer senior faculty mentors, as well as female academics from larger established programs.

Canadian Foundation for Innovation-Leaders Opportunity Fund

“Behavioral Laboratory for the Study of Consumer Welfare,” (\$275,000) - Principal Investigator

This grant was the final part of a multi-year project to set up a behavioral laboratory and subject pool. I created this as a shared resource, and the lab is now used by behavioral researchers in marketing, organizational behavior, leadership, entrepreneurship, finance, and accounting. The project included presentations to university level committees, as well as working with Western University’s building, architecture, and engineering groups. I worked extensively with procurement processes for the construction, as well as for the advanced equipment (eye-tracking and other physiological measurement equipment, extensive computers and networking, and camera/recording equipment). Working with corporate donors, my colleague Miranda Goode and I have now set up a facility that conducts studies for Ivey researchers both in the lab itself and online, with students subjects as well as the general public and/or business practitioners.

Social Sciences and Humanities Research Council - “Processing Form and Function in Advertising Contexts,” Principal Investigator, 2011-2014, (\$70,462)

Social Sciences and Humanities Research Council - “Academic Consumer Research Interest Network,” Collaborator, 2012, (\$37,681)

Social Sciences and Humanities Research Council - “The Paradox of Ethical Consumption: How Consumerism Reduces Pro-Social Behavior Both Within and Beyond Consumer Contexts,” Co-Investigator, 2011-2014, (\$69,735)

Research Network for Business Sustainability – “Socially Conscious Consumers,” Principal Investigator, 2008-2009, (\$25,000)

Social Sciences and Humanities Research Council - “Self-Regulation in Consumer Goals, Motives, and Decisions,” Principal Investigator, 2007-2010, (\$66,000)

Social Sciences and Humanities Research Council - “Similarity, Predictive Accuracy, and Assumed Similarity: Analyzing Dyads in Marketing and Consumer Research,” Principal Investigator, 2004-2007, (\$76,800), Proposal ranked 10th of 137 submitted.

Academic Development Fund, University of Western Ontario – Behavioral Lab Development (with Kyle Murray), 2007 (\$60,200)

University of Western Ontario – SSHRC Reapplication Grant, 2003

University of South Carolina Sponsored Programs and Research Grant: 1998-1999

Center for International Business Education and Research (CIBER) Grant: 1999-2000

OTHER CONFERENCE ACTIVITIES

Scientific Committee, ACR Latin American Conference, 2025

Invitational Choice Symposium Participant, INSEAD, France, August 2023

Co-Chair, Managerially Relevant Consumer Insights Conference, Bern, Switzerland, July 5-7, 2019

Co-Chair, Designing a Career in the Marketing Academy (Female Marketing Scholars), 2015 – present

Co-Chair, 2014 Association for Consumer Research Conference, Baltimore, October 2014

Chair, American Marketing Association Preconference on Emerging Markets, Chicago, August 2012

Track Chair, Special Track on Emerging Markets, American Marketing Association Summer Educator’s Conference, Chicago, August 2012

Co-Chair, 2011 Asia Pacific Association for Consumer Research Conference, Beijing, China, June 2011

Track Chair, Consumer Behavior Track, Academy of Marketing Science Conference, 2010

Track Chair, Special Interest Groups, American Marketing Association Summer Educator’s Conference, 2010

Co-Chair, Roundtables, Association for Consumer Research Conference, 2009

Track Chair, International Marketing and Cross-Cultural Understanding Track, Marketing Management Association Conference, 2005

Program Committee, Association for Consumer Research Conference, 2003, 2005, 2009

Discussant, American Marketing Association Winter Educator’s Conference, 2001, 2004

Session Chair, Association for Consumer Research Conference, 1999, 2001

Discussant, Association for Consumer Research Conference, 1997

Session Chair, Society for Consumer Psychology Winter Conference, 1997

TEACHING

Awards: 2010-2011 USC Teaching Honour Roll Award of Excellence
Ivey - Dean's Letter of Commendation for Teaching Excellence (awarded three times)

Executive Education

One League – Marketing Core, 2022
Ivey Academy – Quantum Shift Alumni – Customer Insights, 2022
Ivey Academy – Financial Advisors Program – Customer Insights, 2022
Ivey Asia – Strategic Marketing in a Digital World, 2020, 2021
Ivey Asia – Competitive Advantage Through Marketing, 2020, 2021, 2022
Ivey – Understanding Your Customer (Program Director), 2016 - 2019
Ivey - Environment Canada Program 2011 – 2013
Ivey Asia – Ivey Executive Program 2010
Ivey Asia – Accelerating Management Program 2010
CBI - Custom client, 2009
Ivey - ReConnect Program (CIBC) 2008-2011
Ivey - Tech Alliance: Entrepreneur 1.0 2008-2011
Ivey - Ivey High Potential Managers Program 2005-2009
Ivey - Breakthrough Customer Relationships, Magellan Aerospace 2006
Ivey - Sales Management Program 2005-2007
3M - Principles of Marketing - custom client, 2005

EMBA

Ivey – Global Marketing Planning
Ivey – Winning Through Marketing Management
Fuqua (Duke University)- Global Marketing
Fuqua (Duke University)- - Marketing Strategy

MBA

Ivey – Marketing Products and Services (Core)
Ivey – Marketing Strategy
Fuqua (Duke University) – Marketing Management (Core)
Ivey - Sales Force Management
Ivey - Bio-Tech Stream - team-taught Marketing module

AMBA (40% online, 60% in-person)

Ivey – Marketing Foundations
Ivey- Customer Insights Amid Disruption

MMS

Fuqua (Duke University) – Marketing Intelligence

PhD

September 12, 2025

Ivey - Research Methods
Ivey - Judgment and Decision Making
Ivey - Marketing Theory and Strategy
Ivey - Consumer Behavior
Ivey - Independent Study in Qualitative Methods

Undergraduate

Ivey – Marketing Strategy
Ivey - Marketing Management (Core)
Ivey - Sales Force Management
Semester at Sea – International Marketing
Semester at Sea – Consumer Behavior
Semester at Sea – Marketing Management (Intro)
University of South Carolina: Personal Selling and Salesforce Management
University of Connecticut: Global Marketing Strategy; Principles of Marketing

GRADUATE SUPERVISION AND COMMITTEES:

PhD Supervisor: Michael Moorhouse: Graduated 2021

PhD Co-Supervisor: Peter Nguyen (with Xin Wang): Graduated 2019

PhD Co-Supervisor: Juan Wang (with Miranda Goode): Graduated 2016

PhD Supervisor: Gail Leizerovici: Graduated 2014

PhD Co-Supervisor: Jodie Whelan (with Matt Thomson): Graduated 2014

PhD Supervisor: Aimee Dinnin Huff: Graduated 2013

PhD Supervisor: Kendra Hart: Graduated 2013

PhD Supervisor: Theodore Noseworthy: Graduated 2012

PhD Supervisor: Mark Lee: Graduated 2011

PhD Supervisor: Remi Trudel (with Kyle Murray): Graduated 2009

PhD Supervisor: Fabrizio Di Muro (alternate for Kyle Murray): Graduated 2010

PhD Supervisor: James Liang (alternate for Kyle Murray): Graduated 2009

PhD Supervisor: Veronika Papyrina: Graduated 2007

PhD Comprehensive Exam Committee: Audiology, Danielle DiFabio, Western, 2020

PhD Thesis Supervisory Committee: Mansur Khamitov: 2018

PhD Examination Committee: Jeff Rotman: 2016

PhD Examination Committee: Jennifer Jeffrey: 2015

PhD Examination Committee: Psychology, Ruby Nadler, Western: 2013

PhD Examination Committee: Sociology, Catherine Elizabeth Gordon, Western: 2012

PhD Examination Committee, Kinesiology, Laura Wood, Western: 2011

PhD Examination Committee (External): Maryam Tofghi, Concordia University (2016)

PhD Examination Committee (External): Renu Emile, Auckland University of Technology (2011)

MBA Research Project Supervisor – Jason Ravesi (2010)

MBA Research Project Supervisor – Gregory Smith (2009)

MBA Research Project Supervisor – Jacqueline Green (2006-2007)

MBA Research Project Supervisor – Benita Vesudeva (2004-2005)

HBA Research Project Supervisor – Jessica Zhang (2017-2018)

CASES / TEACHING NOTES / TEACHING MATERIALS

Named by The Case Centre (U.K.) as one of the Top 50 Bestselling Case Authors 2021 - 2022

Line Corporation: Business Portfolio Management and Product-Market Expansion, Ivey Case W34196
Line Corporation: Business Portfolio Management and Product-Market Expansion, Ivey Teaching Note W34197
Native Deodorants: Sell or Swell? Ivey Case 9B20A073
Native Deodorants: Sell or Swell, Ivey Teaching Note 8B20A073
Intrigue Media: Growing the Video Advertising Network, Ivey Case 9B20A023
Intrigue Media: Growing the Video Advertising Network, Ivey Teaching Note 8B20A023
Gucci's Turnaround: Repositioning and Rebuilding the Company, Ivey Case 9B18A056
Gucci's Turnaround: Repositioning and Rebuilding the Company, Ivey Teaching Note 8B18A056
Amazon.com: Conquering Grocery's Last Mile: Ivey Case 9B18A025
Amazon.com: Conquering Grocery's Last Mile: Ivey Teaching Note 9B18A025
Marketing Twitter: Competing as a Social Media Platform, Ivey Case 9B17A005
Marketing Twitter: Competing as a Social Media Platform, Ivey Teaching Note 8B17A005
Lumni Inc.: Improving Society in a Sustainable Way, Ivey Case 9B18M011
Lumni Inc.: Improving Society in a Sustainable Way, Ivey Teaching Note 8B18M011
Note on Hybrid Business Models, Ivey Note 9B18M012
Honda Canada: Relaunching Honda Fit, Ivey Case 9B17A060
Honda Canada: Relaunching Honda Fit, Ivey Teaching Note 8B17A060
Burberry New Challenges, Ivey Case 9B17A014
Burberry New Challenges, Ivey Teaching Note 8B17A014
Burberry, Ivey Case 9B14014w
Burberry, Ivey Teaching Note 8B14014w
Kering: Luxury in the Digital World, Ivey Case 9B14A045w
Kering: Luxury in the Digital World, Ivey Teaching Note 8B14A045w
Abercrombie and Fitch: Is it Unethical to be Exclusive? Ivey Case 9B14A009w – **BEST SELLER**
Abercrombie and Fitch: Is it Unethical to be Exclusive? Ivey Teaching Note 8B14A009w
Sickkids Hospital and Dairy Queen: Miracles from Treats? Ivey Case 9B13A002w
Sickkids Hospital and Dairy Queen: Miracles from Treats? Ivey Teaching Note 8B13A002w
Can Facebook Save our Furry Friends?, Ivey Case 9B13A031
Can Facebook Save our Furry Friends?, Ivey Teaching Note 8B13A031
Clearwater Seafood: B2C in China, Ivey Case 9B13A025
Clearwater Seafood: B2C in China, Ivey Teaching Note 8B13A025
American Apparel: Unwrapping Ethics, Ivey Case 9B12A032
American Apparel: Unwrapping Ethics, Ivey Teaching Note 8B12A032
The Pepsi Ultimate Taste Challenge 2012: Social Enough? Ivey Case 9B12A026
The Pepsi Ultimate Taste Challenge 2012: Social Enough? Ivey Teaching Note 8B12A026
Struggling to Make the Best Buy (A), Ivey Case 9B10A010– **BEST SELLER**
Struggling to Make the Best Buy (A), Ivey Teaching Note 8B10A10
Struggling to Make the Best Buy (B), Ivey Case 9B12A056
Struggling to Make the Best Buy (B), Ivey Teaching Note 8B12A056
Fret and Regret: A Consumer Decision-Making Dilemma, Ivey Case 9B12A018

Fret and Regret: A Consumer Decision-Making Dilemma, Ivey Teaching Note 8B12A018
Canada Goose: The South Korean Opportunity, Ivey Case 9B11A036
Canada Goose: The South Korean Opportunity, Ivey Teaching Note 8B11A036
Hanson Productions – Pricing for Opening Day, Ivey Case 9B10A011
Hanson Productions – Pricing for Opening Day, Ivey Teaching Note 8B10A11
Please Stop Working so Hard! Ivey Case 9B09C020
Please Stop Working so Hard! Ivey Teaching Note 8B09C20
Terra-Bite Lounge: Pay What You Want Café, Ivey Case 9B09A013
Terra-Bite Lounge: Pay What You Want Café, Ivey Teaching Note 8B09A13
Canada Goose Inc.: At a Retail Crossroads, Ivey Case 9B09A012
Canada Goose Inc.: At a Retail Crossroads, Ivey Teaching Note 8B09A12
Habitat for Humanity London: The Challenge of Growth, Ivey Case 9B09A007
Nashville Predators: Marketing Strategy for an NHL Franchise, Ivey Case 9B09A006
Nashville Predators: Marketing Strategy for an NHL Franchise, Ivey Teaching Note 8B09A06
Kraft Coffee Pods (A) and (B), Ivey Teaching Note 8B06A19
Ions Consulting: The MP² Training Program, Ivey Case 9B07C029
Ions Consulting: The MP² Training Program, Ivey Teaching Note 8B07C29
Huadan Counterfeit Technology, Ivey Case 9B04M089
Huadan Counterfeit Technology, Ivey Teaching Note 8B04M089
Arthur Medical Supplies: The Unhappy Salesman, Ivey Case 9B04A009
Candym Enterprises: Falling Sales in Territory 61, Ivey Case 9B04A014
Candym Enterprises: Falling Sales in Territory 61, Ivey Teaching Note 8B04A014
Alchemy Training Firm, Ivey Case 9B04A015
Alchemy Training Firm, Ivey Teaching Note 8B04A015
Worldwide Equipment (China) Ltd.: A Sales Performance Dilemma, Ivey Case 9B02A028
Worldwide Equipment (China) Ltd.: A Sales Performance Dilemma, Ivey Teaching Note 8B02A28
Alarmforce: The Launch of Alarmfog, Ivey Case 9B03A010
Alarmforce: The Launch of Alarmfog, Ivey Teaching Note 8B03A10
Jindi Enterprises: Finding a New Sales Manager, Ivey case 9B03A009
Jindi Enterprises: Finding a New Sales Manager, Ivey Teaching Note 8B03A09

SERVICE TO THE PROFESSION

President-Elect, President, Past-President - Association for Consumer Research

This organization is the leading consumer research association in the field, and is very highly respected among the academic community. ACR advances consumer research by bringing together academia, industry, and government worldwide. The Association organizes and supports conferences to grow the field of consumer research, and also publishes scholarly research through proceedings and the ACR journal, *Journal of the Association for Consumer Research*.

Editor:

Journal of Consumer Research, 2021-2024 (special initiative: Diversity, Equity, Inclusion)

Past President and Co-Founder – DCMA – “Designing a Career in the Marketing Academy”

I created a leadership team for an initiative that Joan Ball, Cait Lamberton and I created in 2014. We are now a non-profit organization with a formal leadership structure. This event assists young female marketing scholars build their skills and their networks in the academic field, and is designed to address the “leaky pipeline” issue of female academics leaving the academy. I firmly believe in the phrase “diversity in the classroom begins at the front,” and we have sought participants from communities of color, and from smaller institutions that may not offer senior faculty mentors, as well as female academics from larger established programs. Please see: <https://www.dcmnetwork.org>

Editorial Review Boards:

Journal of Consumer Research, 2018-2019

Journal of Marketing, 2017-2022

Journal of Consumer Psychology, 2009-2023

External P&T Assessor:

As of 2024, I have served as an external assessor on 28 promotion and tenure dossiers for leading North American business schools.

Panelist - Blue Ribbon Panel for the 2024 John A. Howard/AMA Doctoral Dissertation Award, 2024

Chair – America Marketing Association Consumer Behavior Special Interest Group (CBSIG), 2020

Chair, Ivey Consumer Behavior Symposium, 2007-2017

Associate Editor, *Journal of Consumer Psychology*, Special Issue on Marketplace Morality (2017)

Guest Editor, *Journal of Business Research*, Special Issue on Gambling, Drinking and Smoking: Theory Development and Empirical Evidence (2014)

Co-Chair, Emerging Female Marketing Scholars Conference, New York City, 2015 - present

Conference Co-Chair, Association for Consumer Research Conference, 2014

Chair, Society for Consumer Psychology Education and Training Committee, Doctoral Dissertation Proposal Competition, 2013

Editor Search Committee, *Journal of Public Policy and Marketing*, 2011

Association for Consumer Research Board Member (elected), 2011-2014

AMA-Sheth Foundation Liaison, 2011-2014

Co-Chair, ACR Task Force, 2016 Conference

ACR Task Force on Research Impact, Member

American Marketing Association Academic Council (elected), 2007-2010

Faculty Fellow (appointed) – AMA / Sheth Doctoral Consortium, 2008, 2010, 2011, 2013, 2014, 2017, 2021, 2022

Faculty Fellow (appointed) – Society for Consumer Psychology Doctoral Consortium, 2010, 2012

Co-Chair, Roundtable Proposals, Association for Consumer Research Conference, 2009

Chair, American Marketing Association / Howard Award Dissertation Proposal Competition, 2010

Associate Editor, Association for Consumer Research Website, “For Practicing Managers” section, 2004-2009

Editorial Review Board, *Canadian Journal of Administrative Sciences*, 2006-2009

Ad-Hoc Reviewer:

Journal of Consumer Research

Journal of Marketing Research

Journal of the Academy of Marketing Science

Marketing Letters

Research in Consumer Behavior

Leisure Sciences

Journal of Retailing and Consumer Services

Journal of Business Research

Journal of Marketing

International Journal of Research in Marketing

Journal of Public Policy and Marketing

Journal of Consumer Behavior

Journal of Leisure Research

Journal of Retailing

Journal of Operations Management

Research in Consumer Behavior

Other:

Program Committee, Association for Consumer Research Conference, 2003, 2005, 2009, 2016, 2019

Assessor, Social Sciences and Humanities Research Council, Grants Competition, 2004, 2005, 2012

Judge, Canadian Automobile Dealers Association Dealer Excellence Awards, 2009 - 2022

Judge, 3M Canada Customer Excellence Awards, 2006

Judge, Marketing Science Institute - Alden G. Clayton Dissertation Competition, 2016

Judge, AMA – Howard Award Dissertation Proposal Competition, 2007, 2008

Judge, SCP - Sheth Foundation Dissertation Proposal Competition, 2000, 2001, 2003, 2004, 2014, 2015

Judge, ACR - Sheth Foundation Dissertation Proposal Competition, 1999, 2000

SERVICE TO IVEY BUSINESS SCHOOL and WESTERN UNIVERSITY

Director, Ivey Executive Marketing Roundtable, 2015-present

I created and manage a marketing executive roundtable at Ivey, with/for local businesses. I secured funding from Canada Life to increase local business marketing skills and experience; the donor funds a twice-yearly meeting whereby an academic marketing expert facilitates a discussion of current research advances in marketing that have practical implications for marketing practice with actual marketing managers and CMOs. As part of this unique practitioner-academic interactive series, I have hosted speakers from Northwestern University, Harvard University, Boston University, Texas A&M University, University of Pittsburgh, University of Chicago, University of British Columbia, and Columbia University.

Faculty Director, Research, Ivey Business School, 2015-2019

In this role I oversaw the research function of the school, and I was charged with both strategic initiatives to increase knowledge creation and dissemination of faculty research, as well as implementation of improvements in funding, tracking, and dissemination of knowledge. These initiatives included the creation of a more comprehensive “research dashboard” that recognizes various forms of contribution to knowledge development and dissemination, as well as a social media presence for Ivey research. The role also included membership on the school’s four person Executive Committee, creation and management of an annual budget for the research side of the school’s mandate, and meeting regularly with the staff side of the business (marketing, communications, media). The role also includes management of the research staff, including two Research Officers, the Behavioral Lab Manager, and one Coordinator of Research and PhD Admissions.

Marketing Area Group Coordinator, 2013 - 2021

Ivey does not have departments, but this role is akin to the Department Head role. Generally, I organized recruitment, on-boarding, and mentoring of junior faculty (I have hired more than 12 new faculty members at Ivey). I have organized the group’s faculty in various roles (Ivey Research Series Coordinator, PhD Coordinator, etc.) In various years I have planned teaching assignments for faculty, or delegated this role, and made scheduling and program decisions.

Director, PhD Program, Ivey Business School, 2011-2014

In this role, I oversaw Ivey’s PhD program, from admissions to graduation. The program size ranges from approximately 60 – 80 doctoral students. During my tenure in that role, as an advocate for the students, I increased the overall funding available to students, increased merit-based additional funding, and created more flexibility concerning conference and travel funding. At the same time, as an advocate of quality, I made our admissions procedure more professional by adding personal interviews of recommended candidates, and increasing the quality requirements (grades, test scores, etc.) for prospective graduates. The results of these changes have been positive. We now have a slightly smaller, but higher quality, group of PhD students with more resources at their disposal to conduct and present their research.

Co-Coordinator (with Mark Vandebosch), Marketing Area Group, Ivey Business School, 2008-2013.
Promotion and Tenure Committee, 2009-2012, 2015 – 2018
Promotion and Tenure Committee, Schulich School of Medicine and Dentistry - 2019-present
Research Policy Committee, 2009-2010, 2011-2019, 2025 - 2028
Member, Western Graduate Education Council Policy, Regulations & Graduate Program Memberships
Committee, 2011-2014
Member, Western Graduate Education Council Mentorship and Professional Development Committee, 2011-
2014
Provost Working Group on Western's Visual Identity 2011-2012
Teaching Excellence Committee, 2010
Instructor, Experience a Day at Ivey, Nov. 2009
Ivey Appointments Committee, 2008-2010; 2025-2028
Recruiting/Mentoring Ivey faculty, 2003-present
PhD student recruiting, 2001-present
Organizational Structure and Governance Committee, 2005-2006
Director, Ivey Behavioral Research Lab and Subject Pool, 2003-2005
PhD Coordinator, Marketing Area Group, 2003-2008
PhD Comprehensive Examinations: Marketing Area Group, 2003-present
Marketing PhD Program Curriculum – redesigned the area group program requirements and courses
PhD Program Curriculum Review Committee, 2004-2006
Judge, Smith Company Ivey Sales Awards, 2002-2004
Elective Themes Committee – MBA Curriculum Review Process – 2003-2004
BCG Internal Case Competition Judge – 2002-2006

SELECTED MEDIA

Print, Online, Radio:

CBC National May 2024 (TV, radio, print).
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Featured Guest, *Inquiry* Television Program, October 28, 2006, “Cause-Related Marketing,” The A-Channel.

Expert Comment, *Today’s Londoner* Television Program, November 21, 2006, “Gender Responses to Advertising,” Rogers Cable.

PROFESSIONAL AFFILIATIONS

Association for Consumer Research

Society for Consumer Psychology

American Marketing Association

Academy of Marketing Science

OTHER EXPERIENCE

Board of Directors 2009-2010
Habitat for Humanity London

Consultant, Customer Satisfaction Research Summer 1994
Union Gas Limited
Created the strategic plan for a new customer satisfaction measurement and tracking system, including setting goals, targets, and implementation strategies.

Supervisor, Marketing Research March 1992 - Dec. 1994
Union Gas Limited
Managed a very large marketing research budget. Research projects included multivariate modeling based on large-scale telephone surveys, as well as qualitative projects (focus groups and projective techniques).

Analyst, Industrial Sales June 1990 - March 1992
Union Gas Limited
Financial tracking, sales support, and direct purchase measurement tracking for the Industrial Group. Projects under analysis included large pipeline and shipping contracts, and natural gas cogeneration projects.