

DR ROD DUCLOS, PhD, MBA, MSc
Associate Professor of Marketing
Ivey Business School
Western University (a.k.a. University of Western Ontario)
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Education (Bac +12)

PhD (Marketing). Kenan-Flagler Business School, University of North Carolina at Chapel Hill.
Advisors: Jim Bettman (Duke University) & Gal Zauberman (Wharton School, Penn)
MBA. Rubel School of Business, Bellarmine University, Louisville, Ky.
MSc (International Affairs). Institut Supérieur du Commerce, Paris, France.

Academic Positions

2015-present	Associate Professor of Marketing, Ivey Business School, Western University.
2025-present	Adjunct Associate Professor of Marketing, Fuqua Business School, Duke University.
2015-2025	Visiting AP, Hong Kong University of Science & Technology.
2008-2015	Assistant Professor of Marketing, Hong Kong University of Science & Technology.
2006	Lecturer, Kenan-Flagler Business School, University of North Carolina at Chapel Hill.

Honors & Awards

Research

Editorial Review Boards (ERBs):

- Journal of Marketing (Selectivity: 10%; 2024-present).
- Journal of Consumer Psychology (Selectivity: 6%; 2017-present).
- Journal of Consumer Research (Selectivity: 8%; 2015-2024).
- Recherche et Applications en Marketing (RAM; 2015-2016).

2017-present Federal grant from Canada's Social Sciences & Humanities Research Council (grant BVHV - R5440A06. SSHRC application number: 435-2017-0059). Amount: \$125,309.

2015-present Western University, Research Base Fund (grant BUZV-R5440A01). Amount: \$95,000.

2020-2021 Western University, Ivey Research Fund (proposal ID: 49195). Amount: \$9,100.
Co-PI: Amir Sepehri, PhD student.

2017-2020 R.A. Barford Chair Professorship, Ivey Business School.

2019 Outstanding Reviewer Award, Journal of Consumer Research (JCR).

2019 Faculty Fellow at ACR's Doctoral Consortium.

2017-2018 Western University, SSHRC Reapplication assistance (grant BVGZ-R5440A04). Amount: \$5,000.

2017 Research Merit Award, Ivey Business School.

2017 Western University, Ivey R&D Fund. Amount: \$25,000.

2016 Western University, Faculty Research Development Fund (grant BVEJ-R5440A03). Amount: \$4,000.

2016 Research Merit Award, Ivey Business School.

2015 Western University, Start-up Fund (grant BUZW-R5440A02). Amount: \$15,000.

2015 Hong Kong University of Science & Technology Research Grant (SBI15BM09). Amount: \$36,000.

2013 Competitive research grant from the HK Research Grants Council. GRF project 690713. Amount: \$526,500.

2010 Hong Kong University of Science & Technology Special Research Grant. Amount: \$10,000.

2009 Competitive research grant from the HK Research Grants Council. GRF project 640509. Amount: \$521,640.

2008 HK Research Grants Council - Direct Allocation Grant (DAG08/09.BM09). Amount: \$100,000.

2007-2008 Bibb Latane's Center for Human Science fellow.

2006 AMA Sheth Foundation Doctoral Consortium fellow.

2006 Internationalization Doctoral Consortium, CIBER fellow.

2003-2008 University of North Carolina at Chapel Hill Graduate fellowship.

Teaching

2025 “David G. Burgoyne” Award for “outstanding impact” in HBA teaching (awarded by student votes).

2021 Best-Elective Award in the MSc program (awarded by student votes).

2016 Dean’s list for Teaching Excellence (Top 10%), Ivey Business School.

2015 Dean’s list for Teaching Excellence (HKUST).

2014 Dean’s list for Teaching Excellence (HKUST).

2013 Runner-up for the Franklin Prize for Teaching Excellence (HKUST).

2012 Dean’s list for Teaching Excellence (HKUST).

2011 Dean’s list for Teaching Excellence (HKUST).

2010 Dean’s list for Teaching Excellence (HKUST).

2009 Winner of the Franklin Prize for Teaching Excellence (HKUST).

Research

Interests Behavioral psychology as it relates to *consumer welfare* (e.g., psychology of money; financial decision-making and risk-taking; preference formation and product choice) and *societal welfare* (e.g., prosocial behavior; green marketing; judicial decision-making).

For reference, below are the acceptance rates of major psych, marketing, and mgmt journals: (ranked by selectivity)

- **Nature Human Behavior: 5%** (← 1 pub there)
 - **IJRM: 6%** (← 3 pubs here)
 - **JCP: 6%** (← 4 pubs here)
 - **JCR: 8%** (← 2 pubs here)
 - **JPSP: 10%** (← 1 pub here)
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- Journal of Applied Psychology: 10%
 - Journal of Financial Economics: 10%
 - Management Science: 10.10%
 - Production and Operations Management: 11%
 - Psychological Science: 11%

- JM: 10%
 - JMR: 12%
 - OBHDP: 12.5%
 - MIS Quarterly: 13.6%
 - Marketing Science: 14%
 - **Social Psychological and Personality Science: 15%** (← 1 pub here)
 - Psychological Review: 15%
 - Accounting, Organizations and Society: 12-15%
 - Psychological Bulletin: 17%
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- IEEE Transactions in Engineering Management: 20%
 - Journal of Experimental Psychology: General: 21%
 - Journal of Business Research: 25%
 - Journal of Consumer Affairs: 25%
 - Health Psychology: 27%
 - Emotion: 27%
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(Sources: APA; American Psychologist; UAFS)

Published or Conditionally Accepted

** denotes current or former PhD student*

“Passive Voice in Consumer Complaints Reveals Fault Attribution and Predicts Escalation” by Amir Sepehri, Rod Duclos, and Jonah Berger. International Journal of Research in Marketing (Forthcoming). [acceptance rate: **6%**]

- ABDC ranking (Australian Business Deans Council): **A*** (comparison base: 2700+ journals across business & econ). Details [here](#).
- Association of Business Schools ranking (ABS): 1 2 3 4 **4*** (only 33 journals receive this distinction across the business, mgmt., and economics fields (i.e., top 2% out of 1400+ publications)). Details [here](#).
- FNEGE ranking: **1** 2 3 4 (comparison base: 500+ journals across business & mgmt disciplines). Details [here](#).

“Measuring the Semantic Priming Effect Across Many Languages” by Erin Buchanan et al. Nature - Human Behaviour (2025). [acceptance rate: **5%**]

“Ideas Worth Spreading? When, How, and for Whom Information Load Hurts Online Talks’ Popularity” by Amir Sepehri¹, Rod Duclos¹, and Nasir Haghighi* (**co-first authors**). Journal of Personality and Social Psychology (Vol. 128, Issue 2, 2025). [acceptance rate: **<10%**]

“Too Much of a Good Thing? The Unforeseen Cost of Tags in Online Retailing” by Amir Sepehri¹, Rod Duclos¹, and Nasir Haghighi* (**co-first authors**). International Journal of Research in Marketing (Vol. 39, Issue 2, June 2022). [acceptance rate: **6%**]

- ABDC ranking (Australian Business Deans Council): **A*** (comparison base: 2700+ journals across business & econ). Details [here](#).
- Association of Business Schools ranking (ABS): 1 2 3 4 **4*** (only 33 journals receive this distinction across the business, mgmt., and economics fields (i.e., top 2% out of 1400+ publications)). Details [here](#).
- FNEGE ranking: **1** 2 3 4 (comparison base: 500+ journals across business & mgmt disciplines). Details [here](#).

“The Power of Indirect Appeals in Peer-to-Peer Fundraising: Why “S/He” Can Raise More Money For Me Than “I” Can For Myself” by Rod Duclos¹, Amir Sepehri^{*1}, Kirk Kristofferson, Poornima Vinoo*, and Hamid Elahi* (¹**co-first authors**). Journal of Consumer Psychology (Vol. 31, Issue 3, July 2021). [acceptance rate: **6%**]

- Financial Times ranking (FT50 list): **A**
- ABDC ranking (Australian Business Deans Council): **A*** (comparison base: 2700+ journals across business & econ). Details [here](#).
- Association of Business Schools ranking (ABS): 1 2 3 4 **4*** (only 33 journals receive this distinction across the business, mgmt., and economics fields (i.e., top 2% out of 1400+ publications)). Details [here](#).
- FNEGE ranking: **1** 2 3 4 (comparison base: 500+ journals across business & mgmt disciplines). Details [here](#).
- CNRS ranking: **1** 2 3 4 (comparison base: 800+ journals across business & econ). Details [here](#).

“How Language Affects Consumers’ Processing of Numerical Cues” by Kunter Gunasti, Selcan Kara, Bill Ross, and Rod Duclos. Journal of Consumer Behavior (Vol. 20, Issue 2, March/April 2021).

- ABDC ranking (Australian Business Deans Council): **A** (comparison base: 2700+ journals across business & econ). Details [here](#).

“The Location of Maximum Emotion in Deceptive and Truthful Texts” by Amir Sepehri*, David Markowitz, and Rod Duclos. Social Psychological and Personality Science (Vol. 12, Issue 6, 2021). [acceptance rate: **15%**]

“Compared to Dematerialized Money, Cash Increases Impatience In Intertemporal Choice” by Rod Duclos and Mansur Khamitov*. Journal of Consumer Psychology (Vol. 29, Issue 3, July 2019). [acceptance rate: **6%**]

- Financial Times ranking (FT50 list): **A**
- ABDC ranking (Australian Business Deans Council): **A*** (comparison base: 2700+ journals across business & econ). Details [here](#).
- Association of Business Schools ranking (ABS): 1 2 3 4 **4*** (only 33 journals receive this distinction across the business, mgmt., and economics fields (i.e., top 2% out of 1400+ publications)). Details [here](#).
- FNEGE ranking: **1** 2 3 4 (comparison base: 500+ journals across business & mgmt disciplines). Details [here](#).
- CNRS ranking: **1** 2 3 4 (comparison base: 800+ journals across business & econ). Details [here](#).

→ Media coverage (non-exhaustive): The Business Times ([here](#)), The New Paper ([here](#)), Money FM 89.3 ([here](#)), Gaming Law Review ([here](#)), EurekAlert! ([here](#)), Science Daily ([here](#)).

“The Psychology of Investment Behavior: (De)Biasing Financial Decision-Making One Graph at a Time” by Rod Duclos. Journal of Consumer Psychology (Vol. 25, Issue 2, April 2015). [acceptance rate: **6%**]

- Financial Times ranking (FT50 list): **A**
- ABDC ranking (Australian Business Deans Council): **A*** (comparison base: 2700+ journals across business & econ). Details [here](#).
- Association of Business Schools ranking (ABS): 1 2 3 4 **4*** (only 33 journals receive this distinction across the business, mgmt., and economics fields (i.e., top 2% out of 1400+ publications)). Details [here](#).
- FNEGE ranking: **1** 2 3 4 (comparison base: 500+ journals across business & mgmt disciplines). Details [here](#).
- CNRS ranking: **1** 2 3 4 (comparison base: 800+ journals across business & econ). Details [here](#).

→ Media coverage (non-exhaustive): Huffington Post, Ivey Business Journal.

“Prosocial Behavior in Intergroup Relations: How Donor Self-Construal and Recipient Group-Membership Shape Generosity”, by Rod Duclos and Alixandra Barasch*. Journal of Consumer Research (Vol. 41, June 2014). [acceptance rate: 8%]

- UT Dallas ranking: **A**
- Financial Times ranking (FT50 list): **A**
- ABDC ranking (Australian Business Deans Council): **A*** (comparison base: 2700+ journals across business & econ). Details [here](#).
- Association of Business Schools ranking (ABS): 1 2 3 4 **4*** (only 33 journals receive this distinction across the business, mgmt., and economics fields (i.e., top 2% out of 1400+ publications)). Details [here](#).
- FNEGE ranking: **1** 2 3 4 (comparison base: 500+ journals across business & mgmt disciplines). Details [here](#).
- CNRS ranking: **1** 2 3 4 (comparison base: 800+ journals across business & econ). Details [here](#).

→ Media coverage (non-exhaustive): Science Daily, Science Codex, Phys.Org, UK Fundraising, EconBiz, Explore with Plymouth, HighBeam Research, EurekAlert!, Press-News.org.

“Show Me the Honey! Effects of Social Exclusion on Financial Risk-Taking”, by Rod Duclos, Echo Wen Wan, and Yuwei Jiang. Journal of Consumer Research (Vol. 40, No. 1; June 2013). [acceptance rate: 8%]

- UT Dallas ranking: **A**
- Financial Times ranking (FT50 list): **A**
- ABDC ranking (Australian Business Deans Council): **A*** (comparison base: 2700+ journals across business & econ). Details [here](#).
- Association of Business Schools ranking (ABS): 1 2 3 4 **4*** (only 33 journals receive this distinction across the business, mgmt., and economics fields (i.e., top 2% out of 1400+ publications)). Details [here](#).
- FNEGE ranking: **1** 2 3 4 (comparison base: 500+ journals across business & mgmt disciplines). Details [here](#).
- CNRS ranking: **1** 2 3 4 (comparison base: 800+ journals across business & econ). Details [here](#).

→ Media coverage (non-exhaustive): CBS, NBC News (the TODAY show), TIME Magazine (x2), US News and World Report, The Atlantic, MSN, Harvard Business Review, Men's Health, Women's Health Magazine, Health Magazine, JeanChatzky.com, Inc., Daily Mail, The Telegraph, The Times of India (x2), 8pak.com, Asian Echo, Bankers Column, Business Standard (x2), City OnTopic, Complete Wellbeing, Counsel&Heal, Cowboy Economics (x2), El Dario Del Juego, English Club TV, EurekAlert! (x2), FemaleNetwork.com, Forex Market Today, Galactic Informer, Haryana Ab-Tak, Headlines & Global News, Health Fitness 4 Men, Health24.com, HealthDay.com, HealthNewsDigest.com, Imperial Valley News, InAGist.com, Koç Akademi (in Turkish), Medical Daily, MedicalXpress.com, MentalHelp.net, MoneyControl.com, National Affairs, National Post, News Track India, Newswise, Olegun.com, Pacific Standard Magazine, Phys.Org, Press-news.org (x2), PsychCentral.com, RBC Daily (in Russian), RedOrbit, Retailomania, Science Codex (x2), Science Daily (x2), Science NewsLine, Socially Savvy!, Talent Refresh, The Deccan Chronicle, The Economic Times, The Financial Express (x2), The Hindu (Business Line), The Indian Express (x2), The News Machine, The Responsibility Project by Liberty Mutual, The Stock Market Watch, Therapy Toronto News (x2), Zee News India, NewsUK24, Success, South China Morning Post.

→ Selected for JCR's Research Curations (Spring, 2013); reprinted in the Journal of Consumer Research (Vol. 41; June 2014, 17-30).

“Preference Exploration and Learning: The Role of Intensiveness and Extensiveness of Experience”, by Steve Hoeffler, Dan Ariely, Pat West, and Rod Duclos. Journal of Consumer Psychology (23, 3 (July 2013) 330–340). [acceptance rate: 6%]

- Financial Times ranking (FT50 list): **A**
- ABDC ranking (Australian Business Deans Council): **A*** (comparison base: 2700+ journals across business & econ). Details [here](#).
- Association of Business Schools ranking (ABS): 1 2 3 4 **4*** (only 33 journals receive this distinction across the business, mgmt., and economics fields (i.e., top 2% out of 1400+ publications)). Details [here](#).
- FNEGE ranking: **1** 2 3 4 (comparison base: 500+ journals across business & mgmt disciplines). Details [here](#).
- CNRS ranking: **1** 2 3 4 (comparison base: 800+ journals across business & econ). Details [here](#).

“Making Sense of Numbers: Effects of Alphanumeric Brands on Consumer Inference”, by Dengfeng Yan* and Rod Duclos (**co-first authors**). International Journal of Research in Marketing (30 (June 2013) 179–184). [acceptance rate: **6%**]

- ABDC ranking (Australian Business Deans Council): **A*** (comparison base: 2700+ journals across business & econ). Details [here](#).
- Association of Business Schools ranking (ABS): 1 2 3 4 **4*** (only 33 journals receive this distinction across the business, mgmt., and economics fields (i.e., top 2% out of 1400+ publications)). Details [here](#).
- FNEGE ranking: **1** 2 3 4 (comparison base: 500+ journals across business & mgmt disciplines). Details [here](#).

Under review

* *denotes PhD student*

In progress

* *denotes PhD student*

“Selling Stem-Cell, Lab-Grown Meat to Consumers” by Rod Duclos.

“Psychology of Meat-Eating” by Rod Duclos.

“Minority Status in Advertising” by Amy Dalton, Rod Duclos, and Li Huang.

“Psychology of Gambling” by Rod Duclos and Mansur Khamitov.

“Charitable Gambling” by Amir Sepehri and Rod Duclos.

“Betting” by Rod D, Mike B, and Amir S.

“Spotify” by Amir Sepehri and Rod Duclos.

“Money and Mating” by Rod Duclos and Amir Sepehri.

“Choice overload in Financial Decision-Making” by Poornima Vinoo* and Rod Duclos.

“Charitable Giving: How Ego-Threats Impact Donations of Time and Money”, by Rod Duclos, Jim Bettman, Paul Bloom, and Gal Zauberman.

“Negative Brand Names” by Mansur Khamitov and Rod Duclos.

“(De)Biasing Jurors’ Decision-Making at Trial” by Rod Duclos and Geetanjali Saluja.
(in prep)

“Social Exclusion, Construal Level Theory, and Financial Risk-Taking”, by Rod Duclos, Echo Wen Wan, and Yuwei Jiang.

“Hormones and Consumer Behavior: Women’s Attitudes & Willingness To Pay as a Function of Ovulatory Cycle” by Rod Duclos.

“The Psychology of Judicial Decision-Making: The Good, the Bad, and the Ugly: Victim Attractiveness Biases Jurors’ Verdicts and Sentences” by Rod Duclos and Geetanjali Saluja*.

“Prosocial Behavior” by Rashmi Adaval and Rod Duclos.

“Effects of Self-Esteem on Price Perceptions and Price Estimates”, by Rod Duclos and Yuwei Jiang.

“When Is Income Tax Perceived (Un)Fair?” by Rod Duclos.

“Being Dumped For Someone More or Less Attractive Than Yourself: What Hurts More and Why?” by Rod Duclos.

“Seeking Congruity Between Goals and Roles: A New Look at Why Women Opt Out of Science, Technology, Engineering, and Mathematics Careers – A commentary on Diekmann et al.” by Rod Duclos.

“Nonconscious Influence of Colour on Brand Choice in the Asian Context”, by Svetlana Bogomolova, Steven Dunn*, and Rod Duclos.

“Who’s hot, who’s not? The Impact of Peer Reviews on Aesthetic Preferences,” by Rod Duclos, Dan Ariely, Steve Hoeffler, and Pat West.

“The Impact of Self-Regulation on Brand Preferences” by Rod Duclos.

“Self-Control at the Point of Purchase: Strategic Use of Coupons in Retail Environments” by Rod Duclos.

Work selected for conference presentations (peer-reviewed)

* *denotes PhD student*

39. European Association for Consumer Research (Amsterdam, 2023): “Insights on New Information Consumption.” by Amir Sepehri, Rod Duclos, and Seyednasir Haghighibardineh.

38. European Marketing Academy (Online, 2021): “*Do not Go Where You Do not Belong: The Mis-Marketing Effect of Unnecessary tags*” by Amir Sepehri*, Rod Duclos, & Seyednasir Haghighibardineh*.
37. Society for Consumer Psychology (~~Puerto Rico~~ Online, 2021): “How to Craft Online Fundraising Messages” by Amir Sepehri*, Rod Duclos, Kirk Kristofferson, & Hamid Elahi*.
36. Society for Consumer Psychology (~~Puerto Rico~~ Online, 2021): “Are interdisciplinary ideas always good? Field insights on new information consumption” by Amir Sepehri*, Rod Duclos, & Seyednasir Haghighibardineh*.
35. Association for Consumer Research (~~Paris~~ Online, 2020): “Insights on New Information Consumption.” by Amir Sepehri, Seyednasir Haghighibardineh, and Rod Duclos.
34. Association for Consumer Research (~~Paris~~ Online, 2020): “The Pros and Cons of Multitagging in Online Retailing” by Amir Sepehri, Seyednasir Haghighibardineh, and Rod Duclos.
33. European Marketing Academy (Budapest, 2020 -- Cancelled due to COVID-19 pandemic): “Are interdisciplinary ideas always good? Field insights on new information consumption” by Amir Sepehri, Seyednasir Haghighibardineh, and Rod Duclos.
32. European Marketing Academy (Budapest, 2020 -- Cancelled due to COVID-19 pandemic): “Do not Go Where You Do not Belong: The Mis-Marketing Effect of Unnecessary tags” by Amir Sepehri, Seyednasir Haghighibardineh, and Rod Duclos.
31. Association for Consumer Research (Atlanta, 2019): “Are Interdisciplinary Ideas Always Good? Field Insights on New Information Consumption?” by Amir Sepehri, Seyednasir Haghighibardineh, and Rod Duclos.
30. Behavioral Insights into Business for Social Good (Vancouver, 2019): “Would You Please Raise Money For Me? New Insights Into The Psychology of Giving in the v2.0 Era” by Amir Sepehri*, Rod Duclos, Kirk Kristofferson, & Hamid Elahi*.
29. European Marketing Academy (Hamburg, 2019): “Would You Please Raise Money For Me? New Insights Into The Psychology of Giving in the v2.0 Era” by Amir Sepehri*, Rod Duclos, Kirk Kristofferson, & Hamid Elahi*.
28. Society for Consumer Psychology (Savannah, 2019): “Pronouns in Fundraising Appeals – The Impact of I vs. S/He on Donations” by Amir Sepehri*, Rod Duclos, Kirk Kristofferson, & Hamid Elahi*.
27. Society for Consumer Psychology (Savannah, 2019): “Brand’s Moral Character Prevails in Brand Evaluations”, by Mansur Khamitov and Rod Duclos.

26. Academy of Marketing Science (Vancouver, 2019): “The Dominant and Underexamined Role of Brand’s Moral Character in Determining Brand Perception and Evaluation”, by Mansur Khamitov and Rod Duclos.
25. Association for Consumer Research (Dallas, 2018): “Thou Shalt Not Look! When Processing the Odds Visually Biases Gambling Behavior”, by Rod Duclos and Mansur Khamitov.
24. Association for Consumer Research (Dallas, 2018): “Brand’s Moral Character Predominates in Brand Perception and Evaluation”, by Mansur Khamitov and Rod Duclos.
23. Association for Consumer Research (Dallas, 2018): “Pronouns in Fundraising Appeals: The Impact of I vs. S/He on Donations”, by Amir Sepehri, Rod Duclos, and Hamid Elahi.
22. Society for Consumer Psychology (Dallas, 2018): “Thou Shalt Not Look! When Visual Aids in Games of Chance Bias Gambling”, by Rod Duclos and Mansur Khamitov.
21. Effects of Numerical Markers on Consumer Judgement and Decision-Making (University of South Carolina, 2017): “Thou Shalt Not Look! How Numerical Markers in Games of Chance Bias Gambling”, by Rod Duclos and Mansur Khamitov.
20. Association for Consumer Research (Berlin, 2016): “Is Cash Almighty? Effects of Hard vs. Soft Money on Saving/Investment Behavior”, by Rod Duclos and Mansur Khamitov.
19. Association for Consumer Research (Hong Kong, 2015): “The Psychology of Judicial Decision-Making: Ingroup/Outgroup Biases in Juror Verdicts and Sentences”, by Rod Duclos and Geentajali Saluja.
18. Association for Consumer Research (Chicago, 2013): “Memory for Advertising: When Do Consumers Remember and When Do They Forget Social-Identity-Linked Ads?”, by Amy Dalton, Rod Duclos and Li Huang.
17. Society for Consumer Psychology (Singapore, 2012): “In the Aftermath of an Earthquake: The Interactive Role of Self-Construal and Victim Group-Status in Charitable Behavior”, by Rod Duclos and Alixandra Barasch.
16. Association for Consumer Research (Vancouver, 2012): “In the Aftermath of an Earthquake: The Interactive Role of Self-construal and Victim Group-Status in Charitable Behavior”, by Rod Duclos and Alixandra Barasch
15. Association for Consumer Research (Vancouver, 2012): “The Identifiable In-Group: Group Status Moderates the Identifiable-Victim Effect”, by Emma Edelman, Alixandra Barasch, and Rod Duclos.

14. Society for Consumer Psychology (Las Vegas, 2012): “In the Aftermath of an Earthquake: The Interactive Role of Self-Construal and Victim Group-Status in Charitable Behavior”, by Rod Duclos and Alixandra Barasch.
13. Association for Consumer Research (St Louis, 2011): “When Consumers and Companies Do Good: Causes and Consequences”, Roundtable session organized by Andrew Kaikati and Michal Strahilevitz. Panel members: Sergio Carvalho, Zoe Chance, Paul Connell, Rod Duclos, Mai Mai Lin, Peter McGraw, Rebecca Naylor, Christopher Olivola, Carlos Torelli, and Jing Wang.
12. Association for Consumer Research (St Louis, 2011): “In the Aftermath of an Earthquake: The Interactive Role of Self-construal and Victim Group-Status in Charitable Behavior”, by Rod Duclos and Alixandra Barasch.
11. Association for Consumer Research (St Louis, 2011): “Great Expectations and Charity: Studying the Effect of Unexpected Schemas on Charitable Behavior”, by Geetanjali Saluja and Rod Duclos.
10. Association for Consumer Research (Beijing, 2011): “Making Sense of Numbers: Effects of Alphanumeric Brands on Consumer Inference”, by Dengfeng Yan and Rod Duclos.
9. Association for Consumer Research (Jacksonville, 2010): “Lonely Are The Brave: Effects of Social Exclusion on Financial Risk-Taking”, by Rod Duclos, Echo Wen Wan, and Yuwei Jiang.
8. Journees de Recherche en Marketing de Bourgogne (Dijon, 2010): “Making Sense of Numbers: Effects of Alphanumeric Brands on Consumer Inference”, by Dengfeng Yan and Rod Duclos.
7. Global Marketing Conference (Tokyo, 2010): “Lonely Are The Brave: Effects of Social Exclusion on Financial Risk-Taking”, by Rod Duclos, Echo Wen Wan, and Yuwei Jiang.
6. Journees de Recherche en Marketing de Bourgogne (Dijon, 2008): “Charitable Giving: How Ego-Threats Impact Donations of Time and Money”, by Rod Duclos, Jim Bettman, Paul Bloom, and Gal Zauberman.
5. Society for Judgment and Decision-Making (San Diego, 2007): “Charitable Giving: How Ego-Threats Impact Donations of Time and Money”, by Rod Duclos, Jim Bettman, Paul Bloom, and Gal Zauberman.
4. Society for Personality and Social Psychology (Memphis, 2007): “The Impact of Self-Regulation on Brand Preferences” by Rod Duclos.
3. Association for Consumer Research (Orlando, 2006): “Preference Learning: The Role of Intensiveness and Extensiveness of Experience”, by Steve Hoeffler, Dan Ariely, Pat West, and Rod Duclos.

2. Journées de Recherche en Marketing de Bourgogne (Dijon, 2006): “The Impact of Self-Regulation on Brand Preferences” by Rod Duclos.

1. Association for Consumer Research (San Antonio, 2005): “Developing Preferences and Expertise”, by Steve Hoeffler, Dan Ariely, Pat West, and Rod Duclos.

Invited talks & Panel member

33. University of Ottawa’s Research Camp (2025). “On Biased Processing And Biased Risk Perceptions”.

32. Simon Fraser University, Vancouver (2023). “Ted”.

31. University of Louisville (2022): “Ted”.

30. ESSEC Business School, Paris (2022): “Gambling”.

29. HKUST Business School, PhD seminar, Hong Kong (2022).

28. North American Society for Marketing Education in India (NASMEI; CB Research Camp hosted by the Great Lakes Institute of Management, Chennai 2020): Doctoral-consortium faculty-fellow.

27. University of Louisville (CB research camp 2019): “Psychology of Gambling” by Rod Duclos and Mansur Khamitov.

26. Association for Consumer Research (Dallas 2018): “Trust, Technology, and Relationships”, Data-Blitz Session Chair.

25. University of Lille 2 & SKEMA Business School (2018): “On the Psychology of Gambling & Intertemporal Choice”, by Rod Duclos & Mansur Khamitov.

24. The Frankfurt School of Finance & Management (2018): “On the Psychology of Gambling & Intertemporal Choice”, by Rod Duclos & Mansur Khamitov.

23. Society for Consumer Psychology (Dallas, 2018): “Schools, Values, and Tradeoffs”, Panel member in the doctoral consortium with Rebecca Walker Reczek and Brent McFerran.

22. University of Guelph (2018): “On the Psychology of Gambling & Intertemporal Choice”, by Rod Duclos & Mansur Khamitov.

21. Polytechnic University of Hong Kong (2016): “Is Cash Almighty? Effects of Hard vs. Soft Money on Saving Behavior”, by Rod Duclos & Mansur Khamitov.

20. University of Macau (2016): “Is Cash Almighty? Effects of Hard vs. Soft Money on Saving Behavior”, by Rod Duclos & Mansur Khamitov.
19. HEC Lausanne (2016): “Is Cash Almighty? Effects of Hard vs. Soft Money on Saving Behavior”, by Rod Duclos & Mansur Khamitov.
18. Ivey Symposium on Consumer Behavior (2016): “The Money Talk: From Spending to Saving to Giving”, by Rod Duclos.
17. Credit Suisse (2015): “The Psychology of Investment Behavior”, by Rod Duclos.
16. Credit Suisse (2014): “(Financial) Decision-Making and Risk-Taking”, by Rod Duclos.
15. University of Western Ontario (Ivey Business School, 2014): “From financial risk-taking to judicial decision-making: Using marketing research to promote consumer & societal welfare”, by Rod Duclos.
14. Zhejiang University (Hangzhou, 2014): “The Psychology of Financial Decision-Making”, by Rod Duclos.
13. HKUST Business Insights Series (2014): “The Psychology of Financial Decision-Making”, by Rod Duclos.
12. NYU (Steinhardt School, 2010): “Lonely Are The Brave: Effects of Social Exclusion on Financial Risk-Taking”, by Rod Duclos, Echo Wen Wan, and Yuwei Jiang.
11. Center for Human Science (Chapel Hill, 2009): “Give It To Me! Exploring the Social & Cognitive Processes Underlying Donation Behavior”, by Rod Duclos.
10. Chulalongkorn University, Sasin School of Business (Bangkok, 2009): “Give It To Me! Exploring the Social & Cognitive Processes Underlying Donation Behavior”, by Rod Duclos.
9. Fordham University (New York, 2007): “Charitable Giving: How Ego-Threats Impact Donations of Time and Money”, by Rod Duclos, Jim Bettman, Paul Bloom, and Gal Zauberman.
8. INSEAD (Fontainebleau, 2007): “Charitable Giving: How Ego-Threats Impact Donations of Time and Money”, by Rod Duclos, Jim Bettman, Paul Bloom, and Gal Zauberman.
7. HEC (Paris, 2007): “Charitable Giving: How Ego-Threats Impact Donations of Time and Money”, by Rod Duclos, Jim Bettman, Paul Bloom, and Gal Zauberman.

6. City University of New York, Baruch College (New York, 2007): “Charitable Giving: How Ego-Threats Impact Donations of Time and Money”, by Rod Duclos, Jim Bettman, Paul Bloom, and Gal Zauberman.
5. American University (Washington, 2007): “Charitable Giving: How Ego-Threats Impact Donations of Time and Money”, by Rod Duclos, Jim Bettman, Paul Bloom, and Gal Zauberman.
4. Sungkyunkwan University (Seoul, 2007): “Charitable Giving: How Ego-Threats Impact Donations of Time and Money”, by Rod Duclos, Jim Bettman, Paul Bloom, and Gal Zauberman.
3. Singapore Management University (Singapore, 2007): “Charitable Giving: How Ego-Threats Impact Donations of Time and Money”, by Rod Duclos, Jim Bettman, Paul Bloom, and Gal Zauberman.
2. Hong Kong University of Science & Technology (Hong Kong, 2007): “Charitable Giving: How Ego-Threats Impact Donations of Time and Money”, by Rod Duclos, Jim Bettman, Paul Bloom, and Gal Zauberman.
1. HEC (Montreal, 2007): “Charitable Giving: How Ego-Threats Impact Donations of Time and Money”, by Rod Duclos, Jim Bettman, Paul Bloom, and Gal Zauberman.

Grants

Canada’s Social Sciences & Humanities Research Council (SSHRC application number: 435-2017-0059; grant BVHV-R5440A06). Principal investigator: Rod Duclos. Period: 2018-present. Amount: \$125,309.

Western University, Ivey Research Fund (RBF grant. BUZV-R5440A01). Principal investigator: Rod Duclos.

Period: 2024-2025. Amount: \$10,000.
 Period: 2023-2024. Amount: \$10,000.
 Period: 2022-2023. Amount: \$10,000.
 Period: 2021-2022. Amount: \$10,000.
 Period: 2020-2021. Amount: \$10,000.
 Period: 2019-2020. Amount: \$10,000.
 Period: 2018-2019. Amount: \$5,000.
 Period: 2017-2018. Amount: \$10,000.
 Period: 2016-2017. Amount: \$10,000.
 Period: 2015-2016. Amount: \$10,000.

Western University, Ivey Research Fund (proposal ID: 49195). Period: 2020-2022. Amount: \$2,100.
 Co-PI: Amir Sepehri, PhD student.

Dissertation award, Ivey Business School. Period: 2021. Amount: \$3000. PI: Poornima Vinoo, PhD student.

R.A. Barford Chair Professorship, Ivey Business School. Period: 2017-2020. Amount: \$22,500.

Western University, SSHRC Reapplication assistance (grant BVGZ-R5440A04). Principal investigator: Rod Duclos. Amount: \$5,000.

Western University, Ivey R&D Fund. Principal investigator: Rod Duclos. Period: 2017-2018. Amount: \$25,000.

Western University, Faculty Research Development Fund (grant BVEJ-R5440A03). Principal investigator: Rod Duclos. Period: 2017-2018. Amount: \$4,000.

Western University, Start-up Fund (grant BUZW-R5440A02). Principal investigator: Rod Duclos. Period: 2015-present. Amount: \$15,000.

Hong Kong University of Science & Technology SBI Grant (principal investigator: Rod Duclos). Period: 2015. Amount: \$36,000.

HK Research Grants Council - General Research Fund (GRF) 690713 (principal investigator: Rod Duclos): The Psychology of Investment Behavior and Financial Risk-Taking. Period: 2013-2015. Amount: \$526,500.

Hong Kong University of Science & Technology Special Research Grant (principal investigator: Rod Duclos). Period: 2011. Amount: \$10,000.

HK Research Grants Council - General Research Fund (GRF) 640509 (principal investigator: Rod Duclos): The Psychology of Donation Behavior: Why Consumers Engage in Prosocial Behavior? Period: 2009-2013. Amount: \$521,640.

HK Research Grants Council - Direct Allocation Grant, DAG08/09.BM09 (principal investigator: Rod Duclos): When Is Income Tax Perceived (Un)Fair? Period: 2008-2012. Amount: \$100,000.

Media Coverage & Interviews (non-exhaustive)

Money Magazine, TVB Pearl, Hong Kong (Sept 2012)

The Globe & Mail, Canada (November 2015)

CTV Newscast, Canada (January 2016): <http://london.ctvnews.ca/video?clipId=781125>

The Western Gazette (January 2016): http://www.westerngazette.ca/features/ethical-beauty/article_19aca34-b4b5-11e5-922e-63d0153543a3.html

Huffington Post (February 2016): http://www.huffingtonpost.ca/ivey-business-school/stock-chart-bias_b_9211360.html

Global News Radio (980 CFPL; London Live (April 2019)): <https://omny.fm/shows/london-live-with-mike-stubbs/rod-duclos-interview-with-devon-peacock>

Pivot magazine (2021): file:///Users/rduclos-local/Downloads/to%20be%20deleted/PIVOT_2021_MarchApril_EN.pdf

“Up Next” podcast with Gabriella Mirabelli (April 2022): “Tags: Too Much of a Good Thing?” (<https://www.upnextpodcast.com/episode-209/>)

The Financial Post (2023): “Canadians retreat at the grocery store, flock to discount retailers in search of deals” by Bianca Bharti (<https://financialpost.com/news/retail-marketing/canadians-flocking-discount-retailers-deal-search>)

The Globe & Mail, Canada (January 2025): “The buy, wear, return days for shoppers could be over now that retailers and tech are catching on” (<https://www.theglobeandmail.com/investing/personal-finance/article-returning-worn-clothing-retailers-technology/>)

“Up Next” podcast with Gabriella Mirabelli (Aug 2026): “Can the grammar of a complaint predict whether a customer will escalate?” (<https://www.upnextpodcast.com/episodes/423>)

Teaching Evaluations (out of 100)

Principles of Marketing (Mark 112): Taught @ the Kenan-Flagler Business School, UNC Chapel Hill.

2006: Median: **100** Mean: **96/100** → **2nd highest avg in the last 10 years of any marketing course**

Strategic Brand Management (Mark 4450): Taught @ HKUST

2009: Median: **100** Mean: **90** (vs. Dept: 71) → Winner of the **Franklin Prize for Teaching Excellence**

2010: Median: **100** Mean: **83** (vs. Dept: 76) → **Dean's list** for Excellence in Teaching

2011: Median: **100** Mean: **90** (vs. Dept: 70) → **Dean's list** for Excellence in Teaching

2012: Median: **100** Mean: **87** (vs. Dept: 73) → **Dean's list** for Excellence in Teaching

2013: Median: **100** Mean: **90** (vs. Dept: 78) → Runner-up **Franklin Prize for Teaching Excellence**

2014: Median: **100** Mean: **92** (vs. Dept: 79) → **Dean's list** for Excellence in Teaching

2015: Median: **100** Mean: **98** (vs. Dept: 80) → **Dean's list** for Excellence in Teaching

Independent Study (Mark 398): Taught @ HKUST.

2011: Median: **100** Mean: **100/100** → Not eligible for the **Franklin Prize for Teaching Excellence**

2013: Median: **100** Mean: **100/100** → Not eligible for the **Franklin Prize for Teaching Excellence**

2014: Median: **100** Mean: **100/100** → Not eligible for the **Franklin Prize for Teaching Excellence**

Global Marketing (MSc 9056): Taught @ the Ivey Business School.

2015: Median: **100** (7/7) Mean: **97/100** (6.8/7). School avg: unavailable.

2016: Median: **86** (6/7) Mean: **87/100** (6.1/7). School avg: unavailable.

2017: Median: **100** (7/7) Mean: **95/100** (6.62/7). School avg: unavailable.

2018: Median: **100** (7/7) Mean: **97/100** (6.82/7). School avg: unavailable.

2019: Median: **100** (7/7) Mean: **92/100** (6.42/7). School avg: unavailable.

2020: Median: **100** (7/7) Mean: **94/100** (6.6/7). School avg: unavailable. [Hybrid course bc of Cov19]

↑ Recipient of the **Best Elective-Course Award** (inauguration year)

Strategic Brand Management (MBA 9425): Taught @ the Ivey Business School.

2016: Median: **86** (6/7) Mean: **83/100** (5.8/7). School avg: unavailable.

Building Consumer Brands (HBA 4495): Taught @ the Ivey Business School.

2016: Median: **86** (6/7) Mean: **86/100** (6.0/7). School avg: unavailable.

2017: Median: 100 (7/7)	Mean: 93 /100 (6.54/7). School avg: unavailable.
2018(a): Median: 71 (5/7)	Mean: 70 /100 (4.92/7). School avg: unavailable.
2018(b): Median: 86 (6/7)	Mean: 84 /100 (5.9/7). School avg: unavailable.
2019(a): Median: 86 (6/7)	Mean: 86 /100 (6.0/7). School avg: unavailable.
2019(b): Median: 100 (7/7)	Mean: 95 /100 (6.63/7). School avg: unavailable.
2020(a): Median: n/a	Mean: n/a [No evaluations collected because of Covid-19]
2020(b): Median: n/a	Mean: n/a [No evaluations collected because of Covid-19]
2021(a): Median: 100 (7/7)	Mean: 91 /100 (6.4/7). School avg: unavailable. [Online course bc of Cov19]
2021(b): Median: 100 (7/7)	Mean: 89 /100 (6.2/7). School avg: unavailable. [Online course bc of Cov19]
2022(a): Median: 100 (7/7)	Mean: 96 /100 (6.7/7). School avg: unavailable. [Hybrid course bc of Cov19]
2022(b): Median: 100 (7/7)	Mean: 94 /100 (6.6/7). School avg: unavailable. [Hybrid course bc of Cov19]
2023(a): Median: 100 (7/7)	Mean: 96 /100 (6.7/7). School avg: unavailable.
2023(b): Median: 100 (7/7)	Mean: 98 /100 (6.9/7). School avg: unavailable.
2024(a): Median: 100 (7/7)	Mean: 98 /100 (6.9/7). School avg: unavailable.
2024(b): Median: 100 (7/7)	Mean: 95 /100 (6.6/7). School avg: unavailable.
2024(c): Median: 100 (7/7)	Mean: 98 /100 (6.8/7). School avg: unavailable.
2025(a): Median: 100 (7/7)	Mean: 98 /100 (6.9/7). School avg: unavailable.
2025(b): Median: 100 (7/7)	Mean: 99 /100 (6.9/7). School avg: unavailable.
2025(c): Median: 100 (7/7)	Mean: 98 /100 (6.9/7). School avg: unavailable.
↑ Recipient of the “ David G. Burgoyne ” Award for “outstanding impact” in HBA teaching	
2026(a): Median: 100 (7/7)	Mean: 99 /100 (6.9/7). School avg: unavailable.
2026(b): Median: 100 (7/7)	Mean: 99 /100 (6.9/7). School avg: unavailable.
2026(c): Median: 100 (7/7)	Mean: 100 /100 (7.0/7). School avg: unavailable.

Principles of Marketing & Brand Management (Executive Education): Taught @ the Ivey Business School

2017(a): Median: 100 (7/7)	Mean: 91 /100 (6.4/7). School avg: unavailable.
2017(b): Median: 100 (7/7)	Mean: 99 /100 (6.9/7). School avg: unavailable.

Global Marketing Planning (EMBA 9562): Taught @ the Ivey Business School.

2017 (Fall): Median: 86 (6/7)	Mean: 89 /100 (6.22/7). School avg: unavailable.
2018 (Fall): Median: 100 (7/7)	Mean: 96 /100 (6.7/7). School avg: unavailable.
2019 (Spring): Median: 100 (7/7)	Mean: 97 /100 (6.8/7). School avg: unavailable.
2019 (Fall): Median: 100 (7/7)	Mean: 98 /100 (6.9/7). School avg: unavailable.
2020 (Spring): Median: n/a	Mean: n/a [No evaluations collected bc of Covid-19]
2020 (Fall): Median: 86 (6/7)	Mean: 86 /100 (6.0/7) [Hybrid course]. School avg: unavailable.
2021 (Spring): Median: 100 (7/7)	Mean: 98 /100 (6.83/7) [Hybrid course]. School avg: unavailable.
2022a (Spring): Median: 100 (7/7)	Mean: 99 /100 (6.95/7) [Hybrid course]. School avg: unavailable.
2022b (Spring): Median: 100 (7/7)	Mean: 98 /100 (6.9/7) [Hybrid course]. School avg: unavailable.

Marketing Essentials (MSc 9082): Taught @ the Ivey Business School.

2026 (Winter): Median: 100 (7/7)	Mean: 100/100 (6.98/7). School avg: unavailable.
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Faculty Development Initiatives

New Faculty Induction (Fall 2008)

Teaching Workshop with Prof Harvey Brightman (Fall 2008)
 New Faculty Induction (Fall 2009)
 Encouraging Students To Do Lots of High-Quality Work Without Overstressing Them: Findings From a Research Project About Student Workload in Hong Kong (spring 2009)
 Outcome-Based Approaches in Teaching: Sharing of Implementation Experience at Course Level (Spring 2009)
 Assessing Students' Generic Skills: Can We Do More Than Just Using Course Grades? (Fall 2010)
 Engaging Students With Learning Diversity (Spring 2011)
 Practical Approaches to Outcome-Based Education and Evaluation (Fall 2011)
 Characteristics of UG Intake and their Adaption to University Life (Spring 2012)
 Case Teaching Workshop (Spring 2012)
 Media Training Workshop by Fleishman-Hillard, Hong Kong (Fall 2012)
 Task Design: The Crux of Assessment, Learning and Feedback (Spring 2013)
 Best Practices and Approaches of Student Advising (Spring 2013)

Service

At the department level:

2008-2009:	Hosting job candidates and visiting speakers Subject pool coordinator
2009-2010:	Hosting job candidates and visiting speakers Marketing department representative during Congregation
2010-2011:	Hosting job candidates and visiting speakers 2010 AMA recruiting conference Search Committee for Recruitment of Faculty Members User-group panel for the layout and design of the New Academic Building (NAB) Departmental liaison officer Chair of the Undergraduate Outreach Committee
2011-2012:	Hosting job candidates and visiting speakers 2011 AMA recruiting conference Search Committee for Recruitment of Faculty Members User-group panel for the layout and design of the New Academic Building (NAB) Departmental liaison officer Marketing department representative during Congregation Chair of the Undergraduate Outreach Committee
2012-2013:	Hosting job candidates and visiting speakers User-group panel for the layout and design of the New Academic Building (NAB) Chair of the Undergraduate Outreach Committee
2013-2014:	Hosting of job candidates and visiting speakers Marketing department representative during Congregation Member of the UG committee (incl. OBE matters and UG advising) → Advisor to 120+ UG marketing majors Chair of the Undergraduate Outreach Committee HKUST Marketing Research Camp co-organizer
2014-2015:	Hosting of job candidates and visiting speakers

- Member of the UG committee (incl. OBE matters and UG advising)
→ Advisor to 120+ UG marketing majors
- Chair of the Undergraduate Outreach Committee
- 2015-2016: PhD Dissertation Defense, Examiner (Jennifer Jeffrey)
PhD Dissertation Proposal, Committee Member (Jeff Rotman)
- 2017: Faculty-recruitment delegate (dossier selection, AMA interviews, admin follow-up, etc)
- 2018: PhD Dissertation, External committee member for Joonkyung Kim (U of Toronto)
PhD Dissertation, External committee member for Cluny South (UBC)
Faculty-recruitment delegate (dossier selection, AMA interviews, admin follow-up, etc)
PhD-student recruitment (dossier selection, interviews, admin follow-up, etc)
- 2019: Faculty-recruitment delegate (dossier selection, AMA interviews, etc)
Mentor to 2 PhD students on matters of teaching excellence (shadow program)
PhD-student recruitment (dossier selection, interviews, admin follow-up, etc)
- 2020: Mentor to 1 PhD student on matters of teaching excellence (shadow program)
PhD-student recruitment (dossier selection, interviews, admin follow-up, etc)
- 2023-2024: Research Coordinator
IRS Coordinator (a.k.a. 'Speakers' series)
PhD-Program Coordinator
PhD Dissertation Defense, Examiner (Esther Gu)
PhD-student recruitment (dossier selection, interviews, admin follow-up, etc)
- 2024-2025: Marketing Area Group (MAG) Research Coordinator (minus IRS coordination)
PhD-Program Coordinator
PhD-student recruitment (dossier selection, interviews, admin follow-up, etc)
- 2025-2026: Marketing Area Group (MAG) Research Coordinator (minus IRS coordination)
Marketing Area Group (MAG) Teaching- & Curriculum-Coordinator
PhD-Program Coordinator
PhD-student recruitment (dossier selection, interviews, admin follow-up, etc)
Mentor to 2 PhD students on matters of teaching excellence ("shadow" program)
PhD-Dissertation Defense, Examiner (Ethan Milne)

At the business-school level:

- 2008-2009: Member of the AACSB re-accreditation panel
- 2009-2010: Mainland students selection (interviewed 60+ candidates in Beijing and Guangzhou)
- 2010-2011: Independent Study Advisor
Speaker for faculty development (CELT). Topic: Discipline in the classroom
- 2011-2012: Faculty advisor for the 2012 L'Oreal Brandstorm (winning team)
- 2012-2013: Member of the Center for Marketing & Supply Chain Mgmt
Independent Study Advisor
Faculty advisor for the GBUS capstone project
- 2013-2014: Member of the Center for Marketing & Supply Chain Mgmt
Independent Study Advisor
Advisor to 12 pre-major students
Speaker for HKUST Business Insights Series
→ Attendance: ~100 business execs. Topic: The Psychology of Financial Decision-Making
- 2014-2015: Member of the Center for Marketing & Supply Chain Mgmt
Advisor to 12 pre-major students

Independent Study Advisor
 Interviewer for UG Admission Engagement Scheme (in both HK and KL, Malaysia)
 Guest Judge for the 2015 L’Oreal Brandstorm’s Campus finals in HK
 HKUST Business Preview (x2): Speaker for a panel of ~200 prospective students & parents
 2015-2016: Faculty representative at the MSc gala, Ivey Business School.
 2016-2017: Faculty representative at the MSc gala, Ivey Business School.
 2017: Orientation week: 80-minute lecture for HBA students transferring to Ivey.
 2022: Career workshop for PhD students (pre-market).
 Reviewer for the “Junior-Faculty Fellowship-Applications”.
 2023-2024: Workload-Committee member
 2024-2025: Workload-Committee member
 2025: “Lunch & Learn” workshop for PhD students
 2025-2026: Workload-Committee member

At the university level:

2008-2009: HKUST “host family” volunteer (2 mentees)
 2009-2010: Served as panel member on the Ethics Committee for Research Practices (a.k.a. IRB).
 → Reviewed about 100 proposals from HKUST and other RGC-affiliated universities in HK
 Speaker for the promotion of HK’s PhD fellowship scheme
 → Event organized in Thailand by RGC and HKUST’s VPAAO
 Speaker for the promotion of HKUST
 → Audience: 300+ students from The Creative Secondary School (CSS)
 2010-2011: Speaker during the New Faculty Induction (NFI)
 → Event organized by the Center for Enhanced Learning & Teaching
 2012-2013: Speaker during the New Faculty Induction (NFI)
 → Event organized by the Center for Enhanced Learning & Teaching
 2016-2017: Member of the Ethics Review Board (equivalent of IRB), Western University.
 2017-2018: Member of the Ethics Review Board (equivalent of IRB), Western University.
 2018-2019: Member of the Ethics Review Board (equivalent of IRB), Western University.
 2019-2020: Member of the Ethics Review Board (equivalent of IRB), Western University.
 2020-2021: Member of the Ethics Review Board (equivalent of IRB), Western University.
 2021: Chair. Dissertation defense. Candidate: Vasiliki Tellios (Neuroscience), Western University.
 2021-2022: Member of the Ethics Review Board (equivalent of IRB), Western University.
 2022: Chair. Dissertation defense. Candidate: Charles Gauthier (Economics), Western University.
 2022-2023: Member of the Ethics Review Board (equivalent of IRB), Western University.
 2023-2024: Member of the Ethics Review Board (equivalent of IRB), Western University.
 2024: Chair. Dissertation defense. Candidate: Kody Muncaster (Women's Studies and Feminist Research), Western University.
 2024-2025: Member of the Ethics Review Board (equivalent of IRB), Western University.
 2025-2026: Member of the Ethics Review Board (equivalent of IRB), Western University.
 2026: Chair. Masters defense. Candidate: Ethan Pigou (School of Engineering), Western University.

UG/Master Student advising: Undergraduate Research Outreach Program (UROP). Cumulative advising:
30+ semesters.

1. Michael NG (3 semesters; summer 2010 – spring 2011)
2. Queenie WU (3 semesters; summer 2010 – spring 2011)
3. Zoe CHUA (3 semesters; summer 2010 – spring 2011)
4. Johnny LAU (8 semesters; summer 2010 – Fall 2012)
5. Nancy ZHANG (4 semesters; fall 2010 - spring 2012; recruited by **Stanford** for an MSc in Statistics)
6. Cheuk Shing LEUNG (Fall 2011)
7. Ka Ho YU (Fall 2011)
8. Carol CHOI (Fall 2012)
9. Ben Sheung Man AU (3 semesters; fall 2012 - summer 2013)
10. Kelsey Wenting ZHU (2 semesters; spring 2013 - summer 2013)
11. Daisy Yiqi DENG (2 semesters; spring 2014 - summer 2014)

PhD-Student advising:

1. Jennifer A. Jeffrey (2015; Ivey Business School at UWO). Served as examiner on Dissertation defense.
2. Jeff Rotman (2017; Ivey Business School at UWO). Served as examiner on Dissertation proposal.
3. Jookyung Kim (2018; U of Toronto). Served as external examiner on Dissertation defense.
4. Cluny South (2018; UBC). Served as external examiner on Dissertation defense.
5. Danny Chung (2019; Entrepreneurship dept; Ivey Business School at UWO). Served as examiner on Dissertation proposal.
6. Amir Sepehri (2017-2021; Marketing dept; Ivey Business School at UWO). Main advisor. Placement: **ESSEC Business School**, Paris, France.
7. Poornima Vinoo (2017-2022; Marketing dept; Ivey Business School at UWO). Main advisor. Placement: **Indian School of Business (ISB)**, Hyderabad, India.
8. Shaheer Rizvi (2022; Marketing dept; University of Alberta). Served as external examiner on Dissertation defense. Placement: Director, Data and AI Strategy at Teamo.
9. Esther Gu (2023; IS dept; Ivey Business School at UWO). Served as examiner on Dissertation defense.
10. Tongma Li (2022-2023; Marketing dept; Ivey Business School at UWO).
11. Hoorsana Damavandi (2019-2024; Marketing dept; Ivey Business School at UWO). Dissertation-proposal committee-member + Dissertation-defense committee-member. Placement: **University of Tennessee**, Knoxville.
12. Shangwen Yi (2025; UBC) Served as external examiner on Dissertation defense. Placement: Hong Kong Polytechnic University.
13. Ethan Milne (2026; Ivey Business School at UWO). Served as examiner on Dissertation defense. Placement: Toronto Metropolitan University.
14. Amitha Vallapuram (2025-2030; Marketing dept; Ivey Business School at UWO).
15. Hanieh Aghayari (2026-2031; Marketing dept; Ivey Business School at UWO).

Service to the profession: Reviewer for the following journals, societies, and grant agencies.

Editorial Review Board

- Journal of Consumer Psychology (JCP) [acceptance rate: 6%; 2017-present]
- Journal of Marketing (JM) [acceptance rate: 10%; 2024-present]
- Journal of Consumer Research (JCR) [acceptance rate: 8%; 2015-2024]
- **Outstanding Reviewer Award** (2019)

- Recherche et Applications en Marketing (RAM) [2015-2016]
- Annual conference of the Society of Consumer Psychology
- **Co-chair** (2021)
- Journal of Marketing Research [acceptance rate: 12%]
- Journal of Experimental Psychology: General [acceptance rate: 12%]
- Journal of Management Information Systems (JMIS)
- Journal of the Association for Consumer Research (JACR)
- Association for Consumer Research (ACR)
 - **Doctoral-consortium faculty-fellow** (invited; 2019, 2023)
 - **Program-committee member** (2020)
 - **Reviewer** (2008-present)
- SCP Boutique Conference on Multicultural Marketing (2025)
 - **Reviewing committee**
- Society for Consumer Psychology (SCP)
 - **Doctoral-consortium faculty-fellow** (invited; 2018)
 - **Program-committee member** (2021, 2022, 2023, 2025)
 - **Reviewer** (2010-present)
- Hong Kong Research Grant Council (NSF equivalent)
- Social Sciences and Humanities Research Council of Canada (SSHRC)
- American Marketing Association (Summer AMA 2019, Chicago) – **Associate Editor**
- AMA CB Sig conference (Bern 2019) -- Reviewer

Professional Affiliations

American Marketing Association (AMA)
 Association for Consumer Research (ACR)
 Association Française du Marketing (AFM)
 Society for Consumer Psychology (SCP)
 Society of Judgment and Decision Making (SJDM)
 Society for Personality and Social Psychology (SPSP)

Professional Activities

Strategic Marketing Consulting, 1999-present.
 Market Research Consulting, Kane Realty Corp., Raleigh, NC, 2004-2005.
 International Development, ISC, Paris, France, 2002-2003.
 Strategic Marketing Consulting, Ecco, Managua, Nicaragua, 2001.
 Analyst, Tricon Global (YUM), Louisville, KY, 1999-2001.
 Door-to-Door Salesman, The Southwestern Company, Dana Point, CA, 1998.
 Store Manager, Nicolas Liquor, Wine, & Spirits, Montmorency, France, 1997.

Travels

Andorra, Belgium, Canada, China, England, Dominican Republic, Finland, France, Germany, Greece, Hong Kong, India, Ireland, Israel, Italy, Japan, Lithuania, Macau, Malaysia, Mexico, Monaco, Netherlands, Nicaragua, Norway, Philippines, Singapore, South Korea, Spain, Sweden, Switzerland, Thailand, Tibet, Tunisia, Turkey, USA.

Community Service

Volunteer, Habitat For Humanity, Chapel Hill, NC, USA (2005-2008)
Volunteer, The Orange County Animal Shelter, Chapel Hill, NC, USA (2007-2008)
Volunteer, Sai Kung Stray Friends, Hong Kong (2014-2015)
Volunteer, London Animal Care Center, ON, Canada (2015-present)
Foster parent, Animal Alert, London, ON, Canada (2016-present)