

KIRK KRISTOFFERSON

Assistant Professor of Marketing
Ivey Business School
Western University
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EMPLOYMENT

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

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

EDUCATION

Ph.D., Marketing (Consumer Behaviour), May 2015
University of British Columbia
Vancouver, BC

B. Comm (Hons.), With Distinction, May 2003
University of Manitoba
Majors: Marketing, Finance, International Business
Winnipeg, MB

RESEARCH INTERESTS

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

PUBLICATIONS

REFEREED JOURNAL ARTICLES

Kristofferson, Kirk, Katherine White, and John Peloza (2014), "The Nature of Slacktivism: How the Social Observability of an Initial Act of Token Support Impacts Subsequent Prosocial Action," *Journal of Consumer Research*, 40(6), 1149-1166.

- Media Coverage: *Fast Company, Time Magazine, Harvard Business Review, Washington Post, Popular Science, Globe and Mail, National Post, Daily Mail, Science Daily, USA Today, Men's Health, CTV News, Science Codex, Psych Central, British Psychological Society, Science and News Magazine, The Consumerist, The Drum*
- Featured in *Journal of Consumer Research Curations: Morality and the Marketplace* (2014). Curator: Kent Grayson.

Kristofferson, Kirk, Brent McFerran, Andrea C. Morales, and Darren W. Dahl (2017), "The Dark Side of Scarcity Promotions: How Exposure to Limited Quantity Promotions Can Induce Aggression," *Journal of Consumer Research*, 43(5), 683-706.

- Media Coverage: *Chicago Tribune, Boston Globe, CTV News, Vancouver Sun, CBS News, Fox News, Pittsburgh Post-Gazette, Wharton Business Radio, Austin Business Journal*

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

- Media Coverage: *Vancouver Star, Toronto Star, Canvas8, Big Think*

Sepehri, Amir*, Rod Duclos, Kirk Kristofferson, Poornima Vinoo*, and Hamid Elahi* (2021), "The Power of Indirect Appeals in Peer-to-Peer Fundraising: Why "S/He" Can Raise More Money For Me Than "I" Can For Myself," *Journal of Consumer Psychology*, 31(3), 612-620. DOI: <https://doi.org/10.1002/jcpy.1232>.

*denotes Ph.D. student

Kristofferson, Kirk, Michelle E. Daniels and Andrea C. Morales (2022), "Using Virtual Reality to Increase Charitable Donations," *Marketing Letters*, 1-13.

Kristofferson, Kirk and Lea Dunn (2022), "The Brand That Wasn't There: The Impact of Brand Displacement on Marketing Outcomes," *Journal of the Academy of Marketing Science*.

BOOK CHAPTERS

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

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

PUBLISHED CASES

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

Janssen, Eric and Kirk Kristofferson (2021), "LinkedIn: Selling Zoom on a Digital Marketing Strategy," *Ivey Management Services* [Case No.: W25152, Teaching Note: W25154].

Zolf, Janice and Kirk Kristofferson (2022), "The Chosen One: The Digital Distribution Dilemma at Fitz Games," *Ivey Management Services* [Case No.: W27078, Teaching Note: W27079].

WORKING PAPERS AND PAPERS UNDER REVIEW

Van der Sluis, Helen, Adriana Samper, Kirk Kristofferson, and Terry Hlava, "The Disability Preference Stereotype: Physical Disability Shapes Inferences of Utilitarian and Hedonic Preferences," Under review the *Journal of Consumer Research*.

Hall, Matthew, Jamie Hyodo, and Kirk Kristofferson, "You Didn't Take My Advice? Examining Social and Product-Related Outcomes of Rejected Recommendations," Under second round review at the *Journal of Consumer Psychology*.

Cowan, Kirsten, Seth Ketron, Alena Kostyk, and Kirk Kristofferson, "Can You Smell the (Virtual) Roses? Olfactory Cues in VR and the Role of Immersivity and Sensory Complexity," Revising for third round review at the *Journal of Retailing*.

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

CONFERENCE PRESENTATIONS

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

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

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

Van der Sluis, Helen, Adriana Samper, and Kirk Kristofferson, "Rethinking Perceptions of Disability: The Unintended Harm of Simplified Positive Inferences," *Society for Consumer Psychology* Conference, 2021.

- o Best Competitive Paper Award Runner Up

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Kristofferson, Kirk, Andrea C. Morales, Brent McFerran, and Darren W. Dahl, "Can NFL Players be Viewed as Victims? How Camera Angles Can Increase Sympathy Towards Athletes," *Journal for the Association for Consumer Research Prosocial Behaviour Conference*, Whistler, BC, Canada, 2018.

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

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

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

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

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

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

- *Best Working Paper Award Winner*

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

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

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

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

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

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

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

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

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

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

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

INVITED PRESENTATIONS

- Wilfred Laurier University, 2022
- University of Glasgow, 2021
- University of Guelph, 2019
- Wilfred Laurier University, 2018
- ACR Pre-Conference Workshop on Consumer Neuroscience, 2018
- Governor General of Canada's Conference on Charitable Giving, Rideau Hall, Ottawa, Ontario, Canada, 2017
- Ivey Business School, Western University, 2017
- University of Kansas, 2016
- Arizona State University, 2014
- University of Texas at Austin, 2014
- Ivey Business School, Western University, 2014
- University of Arizona, 2014
- University of Iowa, 2014
- Georgia Institute of Technology, 2014
- San Diego State University Arizona State University, 2014

RESEARCH GRANTS AWARDED

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

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

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

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

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

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

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

AWARDS AND RECOGNITION

- Ivey Early Career Impact Award, 2022 Winner
- Best Competitive Paper Award, *Society for Consumer Psychology Conference*, 2021 Runner Up
- Ivey Academic Impact Award, 2019 Winner
- Best Working Paper Award, *Society for Consumer Psychology Conference*, 2018 Winner
- John W. Teets Outstanding Undergraduate Teaching Award, ASU 2016 Winner
- AMA-Sheth Foundation Doctoral Consortium Fellow, 2014
- UBC Killiam Graduate Teaching Award, 2013 Winner
- Shelby L. Brumelle Memorial Graduate Scholarship, 2013-14
- Anne and John Brown Fellowship in Diabetes & Obesity Related Research, 2013-14
- Hugo E. Meilicke Memorial Fellowship, 2013-14
- UBC E.D. McPhee Fellowship, 2010, 2011, 2012
- UBC University Graduate Fellowship, 2010, 2011, 2012

STUDENT MENTORING

PHD:

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

Zuzanna Jurewicz, Ph.D. Advisor, Ivey Business School, Western University
(current)

Ethan Milne (Ph.D. Advisor, Ivey Business School, Western University (current)

Philippe Wodnicki (Ph.D. Advisor, Ivey Business School, Western University
(current)

HBA UNDERGRADUATE RESEARCH ADVISING:

Annabella Gessen, Ivey Business School, Western University

UNDERGRADUATE HONOURS THESIS ADVISING:

Troy Penny, Arizona State University

Kavitha Ramohalli, Arizona State University

Sydney Mamus, Arizona State University

TEACHING

Ivey Business School, Western University – London, ON

Strategic Marketing (MBA Marketing Capstone Course, Case Method)

- 2021-present

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

- 2021-present

Marketing Management (HBA Core, Case Method)

- 2019-present

Arizona State University - Tempe

Competitive Marketing Strategy (Marketing Capstone Course, Case Method)

- 2016-2018

University of British Columbia – Vancouver

Marketing Strategy (Case Method)

Consumer Behaviour

PROFESSIONAL AFFILIATIONS

Association for Consumer Research
Society of Consumer Psychology
American Marketing Association

SERVICE

- Editorial Review Board member, *Journal of Consumer Psychology, Journal of Retailing, Journal of Advertising Research*
- Associate Editor, *Society for Consumer Psychology Research Conference 2022*
- Associate Editor, CB Track, *American Marketing Association Winter Conference 2019*
- Journal Reviewer, *Journal of Consumer Research, Journal of Marketing Research, Journal of Consumer Psychology, Journal of Marketing, Journal of the Association for Consumer Research, European Journal of Marketing, Journal of Business Research, Journal of Business Ethics*
- Program Committee, *Association for Consumer Research Conference 2017-21*
- Program Committee, *Society for Consumer Psychology Research Conference 2019-21*
- Annual Conference Reviewer, *Association for Consumer Research, Society for Consumer Psychology, American Marketing Association*
- Faculty Advisory Board member, *Sauder School of Business AACSB Accreditation Assurance of Learning*
- Coordinator, *Marketing Behavioral Lab and Subject Pool, 2011-2014*
- Co-President, *Sauder School of Business Ph.D. Students Society, 2011*
- PhD Representative: *EQUIS Accreditation Review*
- Commerce Scholars Program, *Mentor to Undergraduate Researchers*

INDUSTRY EXPERIENCE

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

2006 – 2007 Bavarian Hospitality Group
Assistant Manager

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

CONSULTING EXPERIENCE

Flamingo, New York
Canadian Automobile Dealers Association