
MEHDI MOURALI

Marketing Area, Haskayne School of Business
University of Calgary
2500 University Drive NW, Calgary, AB, Canada T2N 1N4
Ph: (403) 220-6684
Fax: (403) 282-0095
mehdi.mourali@haskayne.ucalgary.ca

Education

Ph.D. in Administration (Concordia University, 2005)
Major: Marketing
Minor: Quantitative Methods

M.Sc. in Administration, Marketing (Concordia University)

Bachelor of Business Administration (Concordia University)
(Completed with Distinction)

Academic Appointments

Research Director, Marketing and Entrepreneurship Area (University of Calgary, 2015-2017)

Associate Professor of Marketing (University of Calgary, since 2013)

Assistant Professor of Marketing (University of Calgary, 2007-2013)

Assistant Professor of Marketing (University of New Hampshire, 2005 - 2007)

Lecturer in Marketing (Concordia University, 2002 – 2005)

Research and Teaching Interests

Research: Judgment and Decision Making, Social and Cultural Influences in Consumer Behavior, Sustainability, Healthcare, Innovation.

Teaching: Consumer Behavior, Marketing Research, Research Methods, Judgment and Decision Making, Sports Marketing, Marketing Strategy.

Journal Publications

Zeng, X., & Mourali, M. (2021), "Consumers as Creative Agents: How Required Effort Influences Willingness to Engage," *Psychology & Marketing* (accepted).

Lang, R., Benham, J., Atabati, O., Hollis, A., Tombe, T., Shaffer, B., Kovacs Burns, K., MacKean, G., Léveillé, T., McCormack, B., Sheikh, H., Fullerton, M., Tang, T., Boucher, J.C., Constantinescu, C., Mourali, M., Manns, B., Marshall, Hu, J.D., Hu, J., & Oxoby, R. (2021), "Attitudes, Behaviours and Barriers to Public Health Measures For COVID-19: A Survey to Inform Public Health Messaging," *BMC Public Health* 21, 765.
<https://doi.org/10.1186/s12889-021-10790-0>.

Benham, J.L., Lang, R., Kovacs-Burns, K., MacKean, G., Léveillé, T., McCormack, B., Sheikh, H., Fullerton, M., Tang, T., Boucher, J.C., Constantinescu, C., Mourali, M., Oxoby, R.J., Mann, B.J., Hu, J., & Marshall, D. A. (2021), "Attitudes, Current Behaviours and Barriers to Public Health Measures that Reduce COVID-19 Transmission: A Qualitative Study to Inform Public Health Messaging," *PLoS ONE* 16(2): e0246941. <https://doi.org/10.1371/journal.pone.0246941>.

Mourali, M., Yang, Z., Pons, F., & Hassay, D. (2018), "Consumer Power and Choice Deferral: The Role of Anticipated Regret," *International Journal of Research in Marketing*, 35, 81-99.

Pons, F., Giroux, M., Mourali, M., & Zins, M. (2016), "The Relationship between Density Perceptions and Satisfaction in the Retail Setting: Mediation and Moderation Effects", *Journal of Business Research*, 69 (February), 1000-1007.

Yang, Z., Wang, J., & Mourali M. (2015), "Effect of Peer Influence on Unauthorized Music Downloading and Sharing: The Moderating Role of Self-Construal," *Journal of Business Research*, 68 (March), 516-525.

Ma, Z., Yang, Z., & Mourali, M. (2014), "Consumer Adoption of New Products: Independent versus Interdependent Self-Perspectives," *Journal of Marketing*, 78 (March), 101-117.

Pons, F., Mourali, M., & Giroux, M. (2014), "The Density-Satisfaction Relationship Revisited: The Role of Scarcity and Consumers' Affective Reactions in a Crowded Retail Situation," *Journal of Retailing and Consumer Services*, 21 (January), 54-60.

Mourali, M., & Yang, Z. (2013), "The Dual Role of Consumer Power in Resisting Social Influence," *Journal of Consumer Research*, 40 (October), 439-454.

Mourali, M., & Nagpal, A. (2013), "The Powerful Select, the Powerless Reject: The Effect of Power on Decision Strategies," *Journal of Business Research*, 66 (July), 874-880.

Mourali, M., & Pons, F., (2009), "Regulatory fit from attribute-based versus alternative-based processing in decision making," *Journal of Consumer Psychology*, 19 (October), 643-651.

Mourali, M., Bockenholt, U., & Laroche, M., (2007) "Compromise and Attraction Effects under Prevention and Promotion Motivations," *Journal of Consumer Research*, 34 (August), 234-247.

Pons, F., Mourali, M., & Nyec, S. (2006), "Consumer Orientation toward Sporting Events: Scale Development and Validation", *Journal of Service Research*, 8 (3), 276-287.

Pons, F., Laroche, M., & Mourali, M. (2006), "Consumer Reactions to Crowded Retail Settings: Cross-Cultural Differences between North-America and the Middle-East," *Psychology & Marketing*, 23 (7), 555-572.

Mourali, M., Laroche, M., & Pons, F. (2005), "Antecedents of Consumer Relative Preference for Interpersonal Information Sources," *Journal of Consumer Behaviour: An International Review*, 4 (5), 307-318.

Mourali, M., Laroche, M., & Pons, F. (2005), "Individualistic Orientation and Consumer Susceptibility to Interpersonal Influence," *Journal of Services Marketing*, 19 (3), 164-173.

Laroche, M., Papadopoulos, N., Heslop, L., & Murali, M. (2005), "Country Image Structure and Its Influence on Consumer Evaluations of Foreign Products," *International Marketing Review*, 22 (1), 96-115.

Book Chapters

Pons, F. Giroux, M. & Murali, M. (2013). "Consumer Behavior & Motivation: Why are sport event consumers so special?" In *Leveraging Brands in Sport Business*. M. Pritchard and J. Stinson (Ed), Routledge: London.

Conference Presentations

Murali, M. & Yang, Z. (2020), "Misperception of Multiple Risks: The Role of Categorical Thinking," The 2020 *Association for Consumer Research (ACR) Annual Conference*. Virtual, October 3, 2020.

Novakowski, D. & Murali, M. (2020), "Examining the Latent Relationship Between Feelings of Disadvantage and General Risk Preference," The 2020 *Association for Consumer Research (ACR) Annual Conference*. Virtual, October 3, 2020

Novakowski, D., & Murali, M. (2019), "Towards a Theory of Security Consumption," *Summer Institute on Bounded Rationality, Max Planck Institute for Human Development*. Berlin, Germany, June 12, 2019

Novakowski, D., & Murali, M., (2019), "Examining the Latent Relationship Between Feelings of Disadvantage and General Risk Preference," The 2019 *Society for Judgment and Decision Making (SJDM) Annual Conference*, Montreal, QC, November 15-18.

Zeng, X., & Murali, M. (2019), "Consumers as Cocreators in Engagement with Firms: Expected Task Effort and the Moderating Role of Mindsets" The 2019 *Association for Consumer Research (ACR) Annual Conference*, Atlanta, GA, October 17-20.

Zeng, X., Agarwal, J., & Murali, M. (2018), "Categorizing Engagement Behaviors from the Perspective of Customer Resources," The 2018 *Association for Consumer Research (ACR) Annual Conference*, Dallas, TX, October, October 11-14.

Drake, C., & Murali, M. (2018), "Helpful Mental Shortcuts or a Shortcut to Bias? Two Perspectives on Heuristics and One New Direction for Consumer Research," *The 2018 Society for Consumer Psychology (SCP) Winter Conference*, Dallas, TX, February 15-17.

Sun, D. & Murali, M. (2017, February), "The Power of Choice – How Choosing Influences the Endowment Effect on Product Pricing and Evaluation," *American Marketing Association Conference*, Orlando, FL.

Zeng, X., Radford, S., & Murali, M (2017, June), "Antecedents and Consequences of Environmental Beliefs: A Meta-analysis," competitive paper, *AMA Marketing and Public Policy Conference*, Washington, DC.

Zeng, X., & Murali, M. (2017, June), "Tell Me Why: The Effect of Providing Explanations on Charitable-Giving Intention after an Initial Rejection," working paper, *AMA Marketing and Public Policy Conference*, Washington, DC.

Zeng, X., Agarwal, J., & Murali, M. (2017, February), "A Resource-Investment-Based Analysis about Customer Engagement Behaviors," competitive paper, *American Marketing Association Conference*, Orlando, FL.

Zeng, X., Agarwal, J., & Mourali M. (2017, February), "The Effect of Customers' Knowledge Provision during NPD on Their Positive WOM Intention of New Products," competitive paper, *American Marketing Association Conference*, Orlando, FL.

Zeng, X., Radford, S., & Mourali M. (2017, February), "Antecedents and Consequences of Environmental Beliefs: A Meta-analysis," working paper, *American Marketing Association Conference*, Orlando, FL.

Giroux, M., Pons, F., & Mourali, M (2016), "Self-Expression Satiation: How Expressing our Identity Influences Sustainable Behaviors," The 2016 *Association for Consumer Research (ACR) Annual Conference*, Berlin, Germany, October 27-30.

Zeng, X., & Mourali, M. (2016), "Perceived Authenticity of Corporate Green Initiatives: The Influence of Company Size and Industry Membership," The 2016 *Summer American Marketing Association (AMA) Conference*, Atlanta, GA, August 5-7.

Giroux, M., Pons, F., & Mourali, M (2015), "Is CSR Important for All Types of Fans? The Value of Corporate Social Responsibility in Sport", *Academy of Marketing Science (AMS) Annual Conference*, Denver, CO, May 12-14.

Mourali, M., & Pons, F. (2015), "Shifting Regulatory Foci and Consumer Decision-Making," The 2015 *Association for Consumer Research (ACR) Annual Conference*, New Orleans, LA, October 1-4.

Zeng, X., & Mourali, M. (2015), "Advice-seeking Behavior: Effects of Problem Type and Self-regulatory Orientations," The 2015 *Summer American Marketing Association (AMA) Conference*, Chicago, IL, August 14-16.

Pons, F., Giroux, M., & Mourali, M. (2015), "Emotional Ambivalence among Highly Identified Sports Fans," The 2015 *Academy of Marketing Science (AMS) Annual Conference*, Denver, CO, May 12-14.

Mourali, M., Yang, Z., & Pons, F. (2015), "Risk Taking as Power Signaling," The 2015 *Society for Consumer Psychology (SCP) Winter Conference*, Phoenix, AZ, February 27-March 1.

Mourali, M., & Yang, Z. (2013), "Power and Resistance to Social Influence: The Moderating Role of Attitude Certainty," The 2013 *Association for Consumer Research (ACR) Annual Conference*, Chicago, IL, October 3-6.

Pons, F., Giroux, M., Mourali, M., & Richelieu, A. (2013), "I Can't Stand My Team, but I can't Live Without It: Ambivalence Among Highly Identified Sports Fans," The 2013 *Association for Consumer Research (ACR) Annual Conference*, Chicago, IL, October 3-6.

Mourali, M., Pons, F., & Yang, Z. (2013), "Ambiguity Aversion and Advice Taking," The 2013 *Society for Consumer Psychology (SCP) Winter Conference*, San Antonio, Texas, February 28 – March 2.

Giroux, M., Pons, F., & Mourali, M (2013). "Ambivalence Among Highly Identified Fans," The 2013 *Society for Consumer Psychology (SCP) Winter Conference*, San Antonio, Texas, February 28 – March 2.

Mourali, M., & Pons, F. (2012), "Power and Unconventional Choices," The 2012 *Association for Consumer Research (ACR) Annual Conference*, Vancouver, BC, October 4-7.

Simpson, B., Radford, S., & Murali, M. (2012), "The Moderating Role of Situational Consumer Skepticism towards Sustainability Claims in the Effectiveness of Credibility Signals," *The 2012 Association for Consumer Research (ACR) Annual Conference*, Vancouver, BC, October 4-7.

Murali, M., Pons, F., & Hassay D. (2012), "Power, Regret, and Choice Deferral," *The 2012 Society for Consumer Psychology (SCP) Winter Conference*, Las Vegas, Nevada, February 16-18.

Pons, F., Murali, M., & Lardinoit, T. (2012), "Crowd Levels in Service Settings", *The 2012 Society for Marketing Advances (SMA) Annual Conference*, Orlando, FL, November 1-5.

Yang, Z., Wang, J., & Murali, M. (2012), "The Effect of Peer Influence on Unauthorized Music Downloading and Sharing: The Moderating Role of Self-Construal", *The 2012 Royal Bank International Research Seminar*, Shanghai, China, June 7-10.

Giroux, M., Pons, F., & Murali, M. (2012). "Is CSR Important for All Types of Fans? The Value of Corporate Social Responsibility," *The 2012 Academy of Marketing Science (AMS) Annual Conference*, New Orleans, LA, May 16-19.

Murali, M., & Yang, Z. (2011), "They Say High, I Say Low: The Effect of Power on Consumer Response to Social Influence," *The 2011 Association for Consumer Research (ACR) Annual Conference*, St. Louis, MO, October 13-16.

Pons, F., Murali, M., Maltese, L., & Richelieu, A. (2011). "Toward a Better Understanding of Crowded and Scarce Sporting Events: Do Fans Think As Much As They Feel?" *The 2011 World Marketing Congress Annual Conference*, Reims, France, July 17-21.

Murali, M., & Nagpal, A. (2011), "The Powerful Select, the Powerless Reject: The Effect of Power on Decision Strategies," *The 2011 La Londe Seminar in Marketing Communications and Consumer Behavior*, La Londe-les-Maures, France, May 31–June 3.

Murali, M., Pons, F., & Hassay D. (2011), "Power and Deferral: The Role of Anticipated Regret," *The 2011 Summer American Marketing Association (AMA) Conference*, San Francisco, CA, August 5-7.

Pons, F., & Murali, M. (2011), ""One Size Fits All in the Global Marketing Classroom...Not Really: Impact of Students' National Culture and Acculturation Levels," *The 2011 Academy of Marketing Science Annual Conference*, Coral Gables, FL, May 24-27.

Tung, V., & Murali, M. (2011), "A Dynamic Model of Corporate Social Responsibility," *The 2011 Winter American Marketing Association (AMA) Conference*, Austin, TX, February 18-20.

Murali, M., & Nagpal, A. (2010), "Choosing versus Rejecting: How Power Shapes Our Decision Strategies", *The 2010 Association for Consumer Research Annual Conference (ACR)*, Jacksonville, FL, October 7-10.

Murali, M., & Pons, F. (2009), "Power and Choice: Do Powerful Consumers Prefer Bold Options?" *The 2009 Association for Consumer Research Annual Conference (ACR)*, Pittsburgh, PA, October, 22-25.

Pons, F., & Mourali, M. (2008), "Mediation and Moderation Effects in Crowded Service Settings Evaluation: The Role of Emotions," *Western Decision Sciences Institute Annual Conference*, San Diego, CA, March 18-22.

Pons, F., Standifird, S., & Mourali, M. (2008), "What Kind of Influence Tactics Lead to Higher Students' satisfaction in Business Schools' Classrooms? Cross-cultural Comparison of French and American Students," *Academy of Marketing Science Conference on Cultural Perspectives*, New Orleans, LA, January 16-19.

Mourali, M. & Pons, F. (2007), "When Regulatory Fit Does Not Feel Right: The Inhibiting Effect of Contextually Dominant Decision Strategies," *The 2007 Association for Consumer Research Annual Conference (ACR)*, Memphis, TN, October, 25-28.

Pons, F., & Mourali, M. (2007), "Scarcity and Emotions' Effects on Consumers' Evaluation of Crowded Service Settings," *Society for Marketing Advances Annual Conference*, San Antonio, TX, November 7-10.

Pons, F., Mourali, M., & Richelieu André (2007), "Scarce and Crowded, That's How We Like It" Consumers Reactions to Crowded Sporting Events," *Sport Marketing Association Annual Conference*, Pittsburg, PA, November 1-3.

Pons, F., & Mourali, M. (2006), "The Relationship between Consumers' Density and Satisfaction in the Retail Setting: Mediation and Moderation Effects," *The 2006 Administrative Sciences Association of Canada Annual Conference*, Banff, AB, June 3-6.

Pons, F., & Mourali, M. (2005), "Make it Scarce and I Won't Mind the Crowd: The Key Role of Scarcity for Crowded Retailers," *The 2005 Society for Marketing Advances Annual Conference*, San Antonio, TX, November 1-5.

Pons, F., Laroche, M., & Mourali, M. (2005), "Cross-Cultural Differences in Crowd Assessment: The Differential Influence of Density Expectations on Consumers' Shopping Experience in Mexico and Canada," *The 2005 Royal Bank International Research Seminar*, Montreal, QC, September 22-24.

Mourali, M., Laroche, M., & Pons, F. (2004), "Self-Esteem and Social Influence: The Moderating Role of Gender," *The 2004 Society for Consumer Psychology Winter Conference*, San Francisco, CA, February 19-21.

Pons, F., Laroche, M., & Mourali, M. (2004), "Satisfied in a Crowded Service Situation: Cross-Cultural Comparison of Reactions to Crowd," *The 2004 Academy of Marketing Science Annual Conference*, Vancouver, BC, May 26-29.

Pons, F., Mourali, M., Cleveland, M., & Nyeck, S. (2004), "The Consumer's Orientation towards Sporting Events: Measurement and Segmentation Issues," *The 2004 Administrative Sciences Association of Canada Annual Conference*, Quebec City, QC, June 5-8.

Mourali, M., Laroche, M., & Pons, F. (2003), "Cultural Differences in Consumers' Susceptibility to Interpersonal Influence: The Role of Individualism," *The 2003 Royal Bank International Research Seminar*, Montreal, QC,

Laroche, M., Mourali, M., & Pons, F. (2002), "Cultural Difference in Interpersonal Information Search: The case of French and English Canadians.", *The 2002 Academy of Marketing Science Multicultural Marketing Conference*, Valencia, Spain, June 26-29.

Laroche, M., Murali, M., & Pons, F. (2002), "Situational and Individual Variables Affecting Consumer Preference for Interpersonal Information Sources", *The 2002 Academy of Marketing Science Annual Conference*, Sanibel Island, FL, May 29 – June 1.

Pons, F., Laroche, M., Murali, M., & Nyeck, S. (2001), "Why Do We Consume Sporting Events: Scale Development and Buying Implications," *The 2001 American Marketing Association Educators' Summer Conference*, Washington, DC, August 11-14.

Working Papers

Murali, M., & Yang, Z. (2021), "Misperception of Multiple Risks in Medical Decision Making," *Journal of Consumer Research* (invited for 3rd round review).

Gao, G., Lang, R. Oxoby, R.J., Murali, M., Sheikh, H., Fullerton, M.M. Tang, T., Manns, B.J., Marshall, D.A., Hu, J., & Benham J.L. (2021), "Drivers of Adoption and Reasons for Non-Adoption of Contact Tracing and Exposure Notification Apps: A National Cross-Sectional Survey," *PLoS ONE* (under first round review).

Lang, R., Benham, J.L., Cornelson, K., Fullerton, M., Tang, T., Constantinescu, C., Murali, M., Oxoby, R.J., Mann, B.J., Marshall, D. A., Hu, J., & Boucher, J.C. "Using Social Media Analysis and Machine Learning to Explore COVID-19 Vaccine Hesitancy," *Journal of Medical Internet Research* (under first round review).

Murali, M. Pons, F., & Yang, Z. "Risk Taking as Power Signaling," Manuscript under preparation; data collection and analysis completed.

Murali, M., Yang, Z., & Hsin-Yi, L. "Risk Ambiguity and Advice Taking," Manuscript under preparation; data collection completed.

Invited Talks

Murali, M (2016), "Power Signaling in Decision Making", Invited talk by University of Regina, Regina, SK, December 2016.

Murali, M & Wesley H. (2014), "Haskayne Hour: Power, Risk, and Decision Making," Bridging theory and practice the Haskayne Hour series is delivered to an audience of business executives and professionals (April 2014).

Murali, M (2012), "Power in Consumer Decision Making," invited talk by Université Laval, Québec, QB, February 2012.

Murali, M (2006), "Compromise and Attraction Effects under Prevention and Promotion Motivations," invited talk by **CIREQ/McGill**, Montreal, QC, March 2006.

Courses Taught

Advanced topics in Consumer Research (PhD, University of Calgary)

Advanced Research Methodology and Methods (PhD, University of Calgary)

Consumer Insights (MMGT)

Marketing Management (Global Energy Executive MBA, University of Calgary)

Strategic Business Analysis (Executive MBA, University of Calgary)

Strategic Decision Making (Executive Education)

Market Planning/Strategic Marketing (Undergraduate, University of Calgary)

Sports Marketing (Undergraduate, University of Calgary)

Marketing Research (Undergraduate and MBA, University of Calgary and University of New Hampshire)

Consumer/Buyer Behavior (Undergraduate and MBA, University of Calgary and University of New Hampshire)

Principles of Marketing (Undergraduate, University of New Hampshire and Concordia University)

Student Supervision

Supervisor for Xianfang Zeng, Daniel Sun, and Dallas Novakowski (PhD, University of Calgary)

Co-supervisor for Emeleigh Brown (MBA thesis, University of Calgary)

Member of the supervisory committee for PhD students: Mark Szabo, Yitzhe Lin, Carly Drake, Mohammad Farrokhi, Madelynn Matthews, Prakash Das, Roy George, Rosa Hendijani, Vincent Tung, Rhiannon McDonnell, and Bonnie Simpson all at the University of Calgary

External examiner for Johannes Boegershausen (Sauder School of Business, University of British Columbia, 2019)

External examiner for Juan Wang (Ivey School of Business, Western University, 2016)

External examiner for Benjamin Boeuf (PhD Dissertation in Marketing, HEC Montreal, 2015)

External examiner for Maria Rumeno Aladjem (PhD Dissertation in Marketing, McGill University, 2010)

External examiner for Nancy Southin (PhD Candidacy in Operations Management, University of Calgary, 2012)

External examiner for Akolisa Ufodike (PhD Candidacy in Accounting, University of Calgary, 2011)

External examiner for Julia Sutherland (Masters Thesis in Communication and Culture, University of Calgary, 2009)

External examiner for Andrew Sullivan (Masters Thesis in Centre for Military & Strategic Studies, University of Calgary, 2008)

External examiner for Maud Tyrbas (MBA Thesis in Marketing, Laval University, 2009)

External examiner for Davina Tahraoui (MBA Thesis in Marketing, Laval University, 2009)

Supervisor for Elisabeth Callahan (MBA Project, University of New Hampshire, 2007)

Directed study supervisor for Vincent Tung (PhD, 2010); Trevor Warne (MBA, 2011); Ryan Hartung (MBA, 2010); and Kathryn Clarke (BCOMM, 2011)

Training and supervision of research assistants: Christina Rash (2014), Aliya Noorani (2013 – 2014), Nadine Garrison (2012 – 2013), Colleen Sherring (2011 – 2012); Lindsay Johnson (2011 - 2012); Alysha Rozon (2010-12); Madelynn Matthews (2009-10); Rachel Gabel (2009); and Tara Dundas (2008).

Service to the Academic Community

Adjudication Committee Member (SSHRC Insight Grant 2020)

External Evaluator, Tenure and Promotion, Shanghai University of Finance and Economics

Editorial board member *Canadian Journal of Administrative Sciences*

Adhoc reviewer for the *Journal of Marketing Research*

Adhoc reviewer for the *Journal of Consumer Research*

Adhoc reviewer for the *Journal of Consumer Psychology*

Adhoc reviewer for the *Journal of the Academy of Marketing Science*

Adhoc reviewer for *Personality and Social Psychology Bulletin*

Adhoc reviewer for the *Journal of Experimental Psychology: Applied*

Adhoc reviewer for the *Journal of Product Innovation Management*

Adhoc reviewer for the *Journal of Economic Psychology*

Adhoc reviewer for the *PLOS One*

Adhoc reviewer for the *Journal of Business Research*

Adhoc reviewer for the *Journal of Business Ethics*

Adhoc reviewer for the *European Journal of Marketing*

Adhoc Reviewer for the *Journal of Consumer Behaviour*

Adhoc Reviewer for the *International Journal of Sports Marketing and Sponsorship*

Conference Reviewer for the Association for Consumer Research (ACR), the Society for Consumer Psychology (SCP), the Administrative Science Association of Canada (ASAC), the Academy of Marketing Science (AMS), and the Society for Marketing Advances (SMA)

Service to the University and Community Outreach

Conjoint Faculty Research Ethics Board (CFREB), University of Calgary, since 2018

MBA program committee, Haskayne School of Business, since 2019

Faculty Tenure and Promotion Committee, Dean's Appointee (2018, 2019)

Chair, Marketing Faculty Search Committee, Haskayne School of Business 2019.

Chair, Marketing Faculty Search Committee, Haskayne School of Business 2017.

Chair, Marketing Faculty Search Committee, Haskayne School of Business 2016.

Chair, Entrepreneurship Faculty Search Committee, Haskayne School of Business 2016.

Chair, Marketing Faculty Search Committee, Haskayne School of Business 2015.

Research & Scholarship Leave Committee, Haskayne School of Business, 2015-2016

Academic Appointment Review Committee, Haskayne School of Business 2013/2014

Research Advisory Committee, Haskayne School of Business 2011 -

Research & Scholarship Leave Committee, Haskayne School of Business, 2011 -

Coordinator of the marketing research subject pool, 2010 -

Academic Standing Committee (Alternate), Haskayne School of Business 2009/10

Research & Scholarship Leave Committee (Alternate) Haskayne School of Business, 2009/10

Haskayne Representative to the Faculty of Kinesiology 2011/12

Haskayne Representative to the Faculty of Communication and Culture 2009/10

Assisted the Government of Alberta and Winsport Canada in conducting an Olympic Legacy Study (2011)

Guest Speaker: Spoke about global business at the Chinook Learning Centre, ESL program (2009).

Media appearances including in CBC The National, Radio Canada Alberta, OMNI News, Calgary Herald, The Montreal Gazette The Globe and Mail, and The National Post.

Honors and Awards

Social Sciences and Humanities Research Council of Canada (SSHRC) Insight Grant (\$97,070) as principal investigator (2021-2024)

Social Sciences and Humanities Research Council of Canada (SSHRC) Insight Development Grant (\$53,480) as principal investigator (2019-2021)

Haskayne PhD Students' Award for Outstanding Teaching (2019)

Transformative Research Grant Program (\$240,500): Improving Health Care Practices and Processes through Behavioural Change, as core team member (2018 – 2022)

Haskayne Research Professorship in Marketing (2015-2018)

Haskayne Research Professorship in Marketing (2014-2016)

Social Sciences and Humanities Research Council of Canada (SSHRC) Standard Research Grant (\$64,800) as principal investigator (2010-2013)

Dean's award for outstanding new scholar 2010 (honorable mention)

Winner of the 2006 Joe Kelly Award, awarded to the best doctoral thesis in the John Molson School of Business

Finalist for the 2006 Academy of Marketing Science / Mary Kay Doctoral Dissertation Award

Valedictorian at the Concordia University 2005 Fall Graduation Ceremony

AMA-Sheth Foundation Doctoral Consortium Fellow (39th Annual Doctoral Consortium held at the Mays Business School, Texas A&M University, June 16-20, 2004).

SMA Doctoral Consortium Fellow (2003 SMA Doctoral Consortium held in New Orleans, LA, November 5-6, 2003).

Recipient of the Concordia University - PhD program fellowship, 2001

Recipient in 2001-2002 and 2002-2003 of the Rector's Academic Award for the varsity student with the highest academic achievement.