
RAJESH V. MANCHANDA

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University of Manitoba
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APPOINTMENTS

2011-present	Professor, University of Manitoba
2018 - 2023 2008 - 2012	F. Ross Johnson Professorship
2003 - 2010	Associate Professor, University of Manitoba
1997 - 2002	Assistant Professor, University of Manitoba

EDUCATION

<i>Ph.D.</i>	Business Administration; Marketing University of Illinois, Urbana-Champaign 1998
<i>M.S.</i>	Advertising University of Illinois, Urbana-Champaign 1991
<i>M.B.A.</i>	University of Bombay, India 1987
<i>B.Com.</i>	University of Bombay, India 1985

ACADEMIC HONOURS AND AWARDS

2023- 2026	Associates Fellowship in Sustainability, Asper School of Business, University of Manitoba
2022	Reg Litz MBA Luminary Teaching Award
2021	Associates Award for Achievement in Engagement, Asper School of Business, University of Manitoba
2018	Associates Award for Teaching Achievement, Asper School of Business, University of Manitoba
2017	Merit Award for Outstanding Achievement in Teaching, University of Manitoba
2016	Associates Award for Achievement in Innovation, Asper School of Business, University of Manitoba
2009	Canada Academic Merit Award (CMA) for Research and Teaching Achievement, 2005-2009, Asper School of Business, University of Manitoba
2007	Merit Award for Outstanding Achievement in Teaching, University of Manitoba
2006	Associates Award for Research Achievement, Asper School of Business, University of Manitoba
2005	Canada Academic Merit Award (CMA) for Research and Teaching Achievement, 2001-2005, Asper School of Business, University of Manitoba
2004	Associates Award for Research Achievement, Asper School of Business, University of Manitoba
2002	Associates Award for Research and Teaching Achievement, Asper School of Business, University of Manitoba
2002	Merit Award for Outstanding Achievement in Teaching, University of Manitoba
2001	Canada Academic Merit Award (CMA) for Research and Teaching Achievement, 1997-2001, Asper School of Business, University of Manitoba
2001	Merit Award for Outstanding Achievement in Teaching, University of Manitoba
2000	Associates Award for Teaching Achievement, Asper School of Business, University of Manitoba

1996	University of Illinois Doctoral Candidate Representative at the 26th Annual Albert Haring Symposium, Bloomington, Indiana University
1992-1997	J.M. Jones Fellowship in Business Administration, Department of Marketing, University of Illinois
1989 - 1991	James Webb Young Scholarship, Department of Advertising, University of Illinois

PUBLICATIONS IN REFEREED JOURNALS

- 26) Bruno Dyck, Rajesh V. Manchanda, Savanna Vagianos, and Michèle Bernardin (2023), “Sustainable Marketing: An Exploratory Study of a Sustain-Centric, versus Profit-Centric Approach” *Business and Society Review*, 128(2), 195-216.
<https://doi.org/10.1111/basr.12314>
- 25) Bruno Dyck, Chi Liao, and Rajesh V. Manchanda (2023), “The effect of teaching multiple approaches to management on students’ subsequent investment decisions: Implications for Responsible Management Education” *Journal of Education for Business*, 98(7), 359-366. DOI: [10.1080/08832323.2023.2196048](https://doi.org/10.1080/08832323.2023.2196048)
- 24) Bruno Dyck, Chi Liao, and Rajesh V. Manchanda (2022), “Moving toward sustainability: The role of nudges in retail investing,” *Journal of Business Ethics and Society* 2(2).
- 23) Scott T. Armbruster, Rajesh V. Manchanda, and Ngan Vo (2022), “When Are Loss Frames More Effective in Climate Change Communication? An Application of Fear Appeal Theory,” *Sustainability*, 14(12), 7411. <https://doi.org/10.3390/su14127411>
- 22) Bruno Dyck and Rajesh V. Manchanda (2021), “Sustainable Marketing Based on Virtue Ethics: Addressing Socio-Ecological Challenges Facing Humankind,” *AMS Review*, 11(1), 115-132. DOI 10.1007/s13162-020-00184-7.
<http://link.springer.com/article/10.1007/s13162-020-00184-7>
- 21) William J. Ashton and Rajesh V. Manchanda (2018), “Using Previous Social Marketing Efforts to Assess a New Program: The Case of Shelterbelts,” *Journal of Social Marketing*, 8(2), 202-219.
- 20) Olya Bullard and Rajesh V. Manchanda (2017), “How Goal Progress Influences Regulatory Focus in Goal Pursuit,” *Journal of Consumer Psychology*, 27(3), 302-317.

- 19) Olya Bullard, Rajesh V. Manchanda, and Anastasia Sizykh (2017), "The "Holding-Out" Effect: How Regulatory Focus Influences Preference Formation for Sequentially Presented Choice Alternatives," *Social Psychological and Personality Science*, 8(3), 284-291.
- 18) Olya Bullard and Rajesh V. Manchanda (2013), "Do Sustainable Products Make Us Prevention Focused?" *Marketing Letters*, 24(2), 177-189.
- 17) Namita Bhatnagar and Rajesh V. Manchanda (2013), "Understanding Why and How Individuals Choose to Help Others: Indirect Reciprocal Considerations and the Moderating Role of Situation Severity," *Journal of Applied Social Psychology*. 43(11), 2185-2194.
- 16) Wenxia Guo, Cameron Huynh, Namita Bhatnagar, Gitanjali Sharma , and Rajesh V. Manchanda (2011). A Model for Helping Behaviour: A Structural Equation Modeling Study from the Perspective of Person by Situation and Feelings. *International Review on Public and Non Profit Marketing*, 8(2), 131-148.
- 15) Jane McKay-Nesbitt, Rajesh V. Manchanda, Malcolm C. Smith, and Bruce A. Huhmann (2011), "Effects of Age, Need for Cognition, and Affective Intensity on Advertising Effectiveness," *Journal of Business Research*, 64(1), 12-17.
- 14) Sergio Carvalho, Lauren Block, Subramanian Sivaramakrishnan, Rajesh V. Manchanda, and Chrissy Mitakakis (2008), "Risk Perception and Risk Avoidance: The Role of Cultural Identity and Personal Relevance," *International Journal of Research in Marketing*, 25(4), 319-326.
- 13) Najam U. Saqib and Rajesh V. Manchanda (2008), "Consumers' Evaluation of Co-Branded Products: The Licensing Effect," *Journal of Product and Brand Management*, 17(2), 73-81.
- 12) Michelle R. Nelson, Frédéric F. Brunel, Magne Suppehellen, and Rajesh V. Manchanda (2006), "Effects of Culture, Gender and Moral Obligations on Responses to Charity Advertising Across Masculine and Feminine Cultures," *Journal of Consumer Psychology*, 16(1), p.45-56.
- 11) Darren W. Dahl, Heather Honea, and Rajesh V. Manchanda (2005), "Three R's of Interpersonal Consumer Guilt: Relationship, Reciprocity, Reparation," *Journal of Consumer Psychology*, 15(4), p.307-315.
- 10) Jennifer J. Argo, Darren W. Dahl, and Rajesh V. Manchanda (2005), "The Influence of a Mere Social Presence in a Retail Context," *Journal of Consumer Research*, 32(September), p.207-212.
- 9) Rajneesh Suri, Rajesh V. Manchanda, and Sungho Lee (2004), "Comparing the Effectiveness of Fixed and Discounted Prices in the US and S. Korea," *International Journal of Retail and Distribution Management*, 32(6), p.328-336.

- 8) Darren W. Dahl, Heather Honea, and Rajesh V. Manchanda (2003), "The Nature of Self-Reported Guilt in Consumption Contexts," *Marketing Letters*, 14(3), p. 159-171.
- 7) Darren W. Dahl, Kristina D. Frankenberger, and Rajesh V. Manchanda (2003), "Does it pay to Shock? Reactions to Shocking and Non-Shocking Ad Content among University Students," *Journal of Advertising Research*, 43(3), p. 268-280.
- 6) Subramanian Sivaramakrishnan and Rajesh V. Manchanda (2003), "The Effect of Cognitive Busyness on Consumers' Evaluations of Price Discounts," *Journal of Product and Brand Management*, 12(4&5), p. 335-345.
- 5) Rajneesh Suri, Julie Anne Lee, Rajesh V. Manchanda, and Kent B. Monroe (2003), "The Effect of Computer Anxiety on Price Value Tradeoff in the Online Environment" *Psychology and Marketing*, 20 (6), p. 515-536.
- 4) Rajneesh Suri, Rajesh V. Manchanda, and Chiranjeev S. Kohli (2002), "Comparing Fixed Price and Discounted Price Strategies: The Role of Affect on Evaluations" *Journal of Product and Brand Management*, 11(3), p.160-171.
- 3) Darren W. Dahl, Rajesh V. Manchanda, and Jennifer J. Argo (2001), "Embarrassment in Consumer Purchase: The Roles of Social Presence and Purchase Familiarity" *Journal of Consumer Research*, 28 (December), 473-481.
- 2) Rajneesh Suri and Rajesh V. Manchanda (2001), "The Effects of Acculturation on Consumers' Sensitivity to Prices" *Journal of International Consumer Marketing*, 13(1), p.35-56.
- 1) Rajneesh Suri, Rajesh V. Manchanda, and Chiranjeev S. Kohli (2000), "Brand Evaluations: A Comparison of Fixed Price and Discounted Price Offers" *Journal of Product and Brand Management*, 9(3) p.193-204.
(Winner of Literati Club Awards for Excellence 2001 and selected as Highly Commended Authors by the editor and editorial advisory committee).

PUBLICATION IN CONFERENCE PROCEEDINGS

Ngan Vo and Rajesh V Manchanda (2021), "Can Nostalgic Feelings Affect Sustainable Behaviors?", in NA - Advances in Consumer Research Volume 49, eds. Tonya Williams Bradford, Anat Keinan, and Matthew Thomson, Duluth, MN: *Association for Consumer Research*, 899.

Manchanda, Rajesh V. and Elizabeth S. Moore-Shay (1996), "Mom I Want That! The Effects of Parental Style, Gender, and Materialism on Children's Choice of Influence Strategy," in *AMA Winter Educators Conference Proceedings*, Edward E. Blair and Wagner A. Kamakura (eds.), Chicago: American Marketing Association, 81-9

OTHER PUBLICATIONS

Najam U. Saqib and Rajesh V. Manchanda (2008), "Effects of Licensing in Retail Markets", Tina M. Lowrey (ed.), *Brick & Mortar Shopping in the 21st Century*, Mahwah, NJ: Lawrence Erlbaum Associates, p.129-149.

Manchanda, Rajesh V. (2003), "Ralston Purina," *Encyclopedia of Advertising*, Fitzroy Dearborn Publishers, Vol 2, p.1333-1335.

Manchanda, Rajesh V. (2003), "Schick Co.," *Encyclopedia of Advertising*, Fitzroy Dearborn Publishers, Vol 2, p.1400-1401.

CONFERENCE PRESENTATIONS

"How Can Feelings of Nostalgia Facilitate Sustainable Product Adoption?" with Ngan Vo, *Behavioural Insights into Business for Social Good Conference*, Vancouver, Canada, June 14-15, 2024.

"Towards a More Sustainable Digital Economy: A Holistic Understanding of Giving Consumers Rights to Control Their Information." with Ngan Vo,
1) *AMA Summer Conference*, San Francisco, CA, August 4-6, 2023
2) *45th Annual ISMS Marketing Science Conference*, Miami, FL, June 08-10, 2023.

"How Can Feelings of Nostalgia Facilitate Sustainable Consumer Choices?" with Ngan Vo,
1) *Research Innovations in Sustainable Marketing Symposium (RISM 2023)*, Virtual Conference, Honolulu, HI, March 14-16, 2023.
2) *Prairie Consumer Behaviour Symposium*, Regina, Canada, May 12-13, 2022.

"Does Behavioral Targeting Hurt Brands? The Effect of Third-Party Data Sharing on Brand Attitudes" with Ngan Vo,
1) *44th Annual ISMS Marketing Science Conference*, Virtual Conference, Chicago, IL, June 16-18, 2022.
2) *Prairie Consumer Behaviour Symposium*, Regina, Canada, May 12-13, 2022.

"Can Nostalgic Feelings Affect Sustainable Behaviors?" with Ngan Vo, *Association for Consumer Research Conference*, Virtual Conference, Seattle, WA, October 28-31, 2021.

"Indigenizing and Decolonizing Business Schools 2021: Three Stories and Five Sharing Circles." Panelist. *Administrative Sciences Association of Canada*, Virtual Conference, June 12-15, 2021.

- “Towards a More Sustainable Digital Economy: The Effect of Information Control on Consumer Attitudes and Disclosure Behaviors,” with Ngan Vo, *43rd Annual ISMS Marketing Science Conference*, Virtual Conference, June 3-5, 2021.
- “My Rights to Information Privacy!: The Effects of Information Control on Consumers Attitudes and Behaviours” with Ngan Vo, *Society for Consumer Psychology*, Virtual Conference, March 4-6, 2021.
- “Big Data: How do decision makers – marketers and technologists, interpret the meaning of big data?” with Sanjay Kumar and Pradeep Racherla, *16th Qualitative Methods (QM) Conference*, Banff, Alberta, May 1-3, 2018.
- “No Pain No Pay: Effect of Cost Signaling on Consumers’ Willingness to Pay for Green Products” with Lan Xia and Rajneesh Suri, *AMA Winter Conference*, Orlando, Florida, February 17-19, 2017.
- “How Goal Distance Influences Regulatory Focus in Goal Pursuit ” with Olya Bullard, *Association of Consumer Research*, New Orleans, Louisiana, October 1-4, 2015.
- “Examinations of Motivations and Practices of Online Smoker Communities: Implications for Designing Effective Smoking Cessation Services and Policies” with Namita Bhatnagar, *24th annual Frontiers in Service Conference*, San Jose, California, July 9-12, 2015.
- “How Goal Progress Influences Regulatory Focus in Goal Pursuit ” with Olya Bullard, *Rupert’s Land Consumer Behaviour Symposium*, Winnipeg, Canada, May 22-23, 2015.
- “How Value Co-creation Facilitates Illicit Consumption: The Case of the American Online Poker Industry” with Navin Bahl, (Perspectives Session: Cultural Contentions: Reconciliation in Value Co-creation), *Consumer Culture Theory Conference*, Tucson, Arizona, June 13-16, 2013.
- “Encouraging Charitable Actions towards Beneficiaries seen as “Less Worthy” with Namita Bhatnagar, *World Social Marketing Conference*, Toronto, Canada, April 21-23, 2013.
- “Roles of Powerlessness and Relationship Type in Consumer Alienation by Brands” with Preeti Krishnan Lyndem and Namita Bhatnagar, *Tenth AIMS International Conference on Management*, Bangalore, India, January 6-9, 2013.
- “Impression Management Practices of Stigma Conscious Communities — the Case of an Online Pro-smoking Forum” with Navin Bahl, Namita Bhatnagar, and Anne M. Lavack, *Association of Consumer Research*, Vancouver, Canada, October 4-7, 2012.

- “ Holding out on Something? How Regulatory Focus creates Order Preferences for Choice Alternatives” with Olya Bullard, *Rupert’s Land Consumer Behaviour Symposium*, Winnipeg, Canada, May 25-26, 2012.
- "The Impact of Large Assortment on the Regulatory Fit Effect", with Olya Bullard, *Marketing and Public Policy Conference*, Washington D.C. June 2-4, 2011.
- "Netnographic Insights into Motivations and Practices within Online Smoker Communities", with Navin Bahl, Namita Bhatnagar, and Anne Lavack, *Marketing and Public Policy Conference*, Washington D.C. June 2-4, 2011.
- "The Role of Sources of Knowledge about Forgone Outcome Superiority and Focus on action versus Inaction in Regret Formation and Regulation", with Wenxia Guo and Namita Bhatnagar, *Administrative Sciences Association of Canada*, Regina, Saskatchewan, May 22-25, 2010.
- "Age, need for cognition, and affective intensity: An exploration of the moderating effects of individual characteristics on advertising effectiveness", with Jane McKay Nesbitt, Malcolm C. Smith, and Bruce A. Huhmann, *International Research Conference in Marketing*, La Londe les Maures (French Riviera), June 2-5, 2009.
- "Consumer Alienation by Brands: Examining the Roles of Powerlessness and Relationship Type", with Preeti Krishnan and Namita Bhatnagar, *Association of Consumer Research*, San Francisco, California, October 23-26, 2008.
- "The Role of Cultural Identity and Personal Relevance on Risk Perceptions and Avoidance", with Sergio Carvalho, Lauren Block, Subramanian Sivaramakrishnan, and Chrissy Mitakakis, *Association of Consumer Research*, San Francisco, California, October 23-26, 2008.
- "Understanding the Effective Use of Color in Direct Marketing Communications", with Darren W. Dahl, and JoAndrea Hoegg, *Direct/Interactive Marketing Research Summit*, Las Vegas, Nevada, October 12, 2008.
- Invited participant to the Interdisciplinary Capacity Enhancement Project (ICE): Summer Learning Forum, Saskatoon, Saskatchewan, June 21-22, 2007.
- "For Him, For Her: The Effects of Gender Stereotypes in Advertising on Gift Giving Behavior and Social Attitudes", with Norlaine Thomas and Namita Bhatnagar, *Society for Consumer Psychology*, New Orleans, Louisiana, February 21-23, 2008.

- "Risk Perception and Risk Avoidance: The Role of Cultural Similarity and Social Identification", with Sergio Carvalho and Subramanian Sivaramakrishnan, *Society for Consumer Psychology*, New Orleans, Louisiana, February 21-23, 2008.
- "Consumers' Brand Evaluations of Co-branded Products: The Brand Licensing Effect", with Najam U. Saqib, *25th Annual Advertising and Consumer Psychology Conference*, Houston, Texas, May 19-21, 2006.
- "Priming Moral Obligations: When 'Doing Good' Messages Boomerang", with Michelle R. Nelson, Frédéric F. Brunel, and Magne Suppehellen, *Society for Consumer Psychology*, St. Pete Beach, Florida, February 24-26, 2005.
- "Why There Might be no Price Appreciation under Scarcity: An Empirical Investigation", with Rajneesh Suri, *Behavioral Pricing Conference*, Fordham University, New York, New York, October 30-31, 2004.
- "A Non-Interactive Social Presence in a Retail Setting: An Investigation of its Influence on Consumers' Emotions, Cognitive Performance and Self Presentation Behaviors", with Jennifer J. Argo and Darren W. Dahl, *Association of Consumer Research*, Portland, Oregon, October 6-10, 2004.
- "Guilt and Purchase Commitment: Understanding Feelings of Guilt in a Retail Purchase Context", with Darren W. Dahl and Heather Honea, *Association of Consumer Research*, Portland, Oregon, October 6-10, 2004.
- "The Guilty Consumer: Understanding Feelings of Guilt in the Retail Purchase Context", with Darren W. Dahl and Heather Honea, *Society for Consumer Psychology*, New Orleans, Louisiana, February, 2003.
- "The Effect of Cognitive Busyness on Consumers' Evaluations of Price Discounts," with Subramanian Sivaramakrishnan,
 1) *Society for Consumer Psychology*, New Orleans, Louisiana, February, 2003.
 2) *Administrative Sciences Association of Canada*, London, Ontario, May 26-29, 2001.
- "The Effects of Motivation and Attribute Strengths on Evaluation of Fixed and Discounted Prices," with Rajneesh Suri and Mary Long, *Association of Consumer Research*, Atlanta, Georgia, October 2002.
- "Consumer Product Knowledge and Price Recall Accuracy," with Rajesh Chandrashekar, *Behavioral Pricing Conference*, Fordham University, New York, New York, November 2-3, 2001.
- "Shocking ads! Do they work?," with Darren W. Dahl and Kristina D. Frankenberger, *Association of Consumer Research*, Austin, Texas, October 11-14, 2001.

- "The Impact of Computer Anxiety on the Evaluation of Prices on the Internet," with Rajneesh Suri, Kent B. Monroe and Srini S. Srinivasan, *Association of Consumer Research*, Austin, Texas, October 11-14, 2001.
- "The Red-faced Customer: Investigating Embarrassment in the Context of Consumer Purchase," with Darren W. Dahl and Jennifer Argo, *Association of Consumer Research*, Salt Lake City, Utah, October 19-22, 2000.
- "The Effect of Brand Name on Consumers' Evaluation of Price Discounts and Tie-In Product Promotions," with Rajneesh Suri and Kent B. Monroe, *Association of Consumer Research*, Salt Lake City, Utah, October 19-22, 2000.
- "The Effects of Intention to Purchase and Brand Name on Consumers' Evaluations of Fixed Prices and Price Discounts," with Rajneesh Suri, *Behavioral Pricing Conference*, Fordham University, New York, New York, October 6-7, 2000.
- "Embarrassment in the Consumption Context," with Darren W. Dahl and Jennifer Kirkpatrick, *Administrative Sciences Association of Canada*, Montreal, Quebec, June 8-11, 2000.
- "The Effects of Brand Name on Consumers' Evaluations of Price Presentation Formats," with Rajneesh Suri and Chiranjeev S. Kohli, *Academy of Marketing Science*, Annual Conference, Montreal, Quebec, May 24-27, 2000.
- "The Effects of Tie-In Promotions versus Price Discounts on Perceived Value," with Rajneesh Suri, *Behavioral Pricing Conference*, Fordham University, New York, New York, September 29-30, 1999.
- "The Effects of Motivation to Purchase on Consumers' Evaluation of Fixed Price and Price Discounts," with Rajneesh Suri and Vibhas Madan, *Association of Consumer Research*, Columbus, Ohio, September 30-October 3, 1999.
- "Asian American Consumers and their Price Sensitivity," with Rajneesh Suri and Mayuresh Kelkar, *Academy of Marketing Science*, Multicultural Marketing Conference, Montreal, Quebec, September 17-20, 1998.
- "Fixed Pricing Versus Price Discounting: Effect of Cultural Differences on the Effectiveness of Price Presentation Formats," with Rajneesh Suri and Sungho Lee, *Association of Consumer Research (Asia-Pacific) Conference*, Hong Kong, June 18-20, 1998.
- "The Differential Effects of Brand, Price, and Referents on Asian vs. American Consumers," Special Session Co-Chair with Wai-Kwan Li, *Association of Consumer Research (Asia-Pacific) Conference*, Hong Kong, June 18-20, 1998.
- "Is Fixed Pricing Preferable to Price Discounting?" with Rajneesh Suri, *Association of Consumer Research*, Denver, Colorado, October 16-19, 1997.

"The Effects of Frequency of Price Promotions and Size of Discounts on Brand Attitudes,"
Pricing Camp, University of Illinois, Champaign, Illinois, September 25-28, 1997.

"When do Frequent Price Promotions Affect Perceived Quality? An Empirical Investigation,"
26th Albert Haring Symposium, Indiana University, Bloomington, Indiana, March 22-24,
1996.

"Mom I Want That! The Effects of Parental Style, Gender, and Materialism on Children's
Choice of Influence Strategy," with Elizabeth S. Moore-Shay, *AMA Winter Educators
Conference*, Hilton Head, South Carolina, February 3-6, 1996.

RESEARCH GRANTS

Social Sciences and Human Research Council (SSHRC) grant (2022), \$113,929, "People and
Planet Before Profits: Theory and Best Practices in Social and Ecological Thought
Organizations," with Bruno Dyck (Principal Investigator), Sean Buchanan, Chi Liao, Bruno
Silvestre, University of Manitoba and Arran Caza, University of North Carolina,
Greensboro. Role: Co-Applicant.

Social Sciences and Human Research Council (SSHRC) Partnership Development Grant (2013),
\$200,000, "The Right to Clean Water in First Nations: The Most Precious Gift," with Karen
Busby, University of Manitoba, et al. Role: Collaborator.

Heart and Stroke Foundation, Manitoba (2011), \$79,887, "Building Youth Capacity
for Heart Health Promotion: A School-Based Feasibility Study," with Roberta Woodgate,
Jane Griffith, and Jeff Masuda, University of Manitoba. Role: Co-investigator.

Social Sciences and Human Research Council (SSHRC) grant (2009), \$77,630, "The Effects of
Group-membership Status, Gender, and Community Participation on Individuals'
Enforcement of Anti-smoking Regulations," with Namita Bhatnagar, University of Manitoba,
and Anne M. Lavack, University of Regina. Role: Principal Investigator

University of Manitoba/Social Sciences and Human Research Council (2008), \$7,000, "The Influence
of a Social Presence on Shoppers' Emotions and Behaviours," Role: Sole Investigator

Interdisciplinary Capacity Enhancement (ICE) Seed Grant (2008), \$5,000, "An Integrated Model of
Anti-Smoking Activism," with Namita Bhatnagar, Timothy Dewhirst, and Beverly Temple.
Role: Principal Investigator

Social Sciences and Human Research Council (SSHRC) grant (2004), \$89,253, "Understanding
Feelings of Guilt in a Retail Purchase Context," with Darren W. Dahl, University of British
Columbia. Role: Principal Investigator
(Ranked 8th out of 153 applications)

Research and Publications Committee Grant (2003), \$2500, "The Influence of Social Audiences in Retail Settings." Role: Principal Investigator

Research and Publications Committee Grant (2002), \$2000, "Understanding Consumer Guilt." Role: Principal Investigator

Research and Publications Committee Grant (2001), \$1700, "The Effect of Computer Anxiety on Evaluation of Prices on the Internet." Role: Principal Investigator

University of Manitoba/Social Sciences and Human Research Council (1999), with Darren W. Dahl, \$2500, "The Effects of Embarrassment on Consumer Shopping Behavior." Role: Principal Investigator

University of Manitoba Research Grants Program (1999), \$3400, "The Effect of Price Promotions on Brand Attitudes." Role: Principal Investigator

Research and Publications Committee Grant (1999), \$2470, "Evaluation of the Effectiveness of Fixed Price and Discounted Price Offers." Role: Principal Investigator

University of Manitoba Research Grants Program (1998), with Bruce A. Huhmann and Malcolm C. Smith, \$2000, "The Role of Emotions in Age Differences for Memory of Print Advertisements." Role: Principal Investigator

TEACHING EXPERIENCE

1997 - current

University of Manitoba, Winnipeg, Canada

Undergraduate Teaching

Fundamentals of Marketing, Integrated Marketing Communications (IMC), Sustainable Business, Sustainability Marketing

Teaching Evaluations:

<i>Year</i>	<i>Fundamentals of Marketing</i>	<i>IMC</i>
1997-1998	4.41/5	4.08/5
1998-1999	4.41/5	4.35/5
1999-2000	4.76/5	4.67/5
2000-2001	4.65/5	4.70/5
2001-2002	4.84/5	4.81/5
2002-2003	-----	4.54/5
2003-2004	-----	4.73/5
2004-2005	-----	4.51/5
2005-2006	-----	-----
2006-2007	4.25/5	4.56/5
2007-2008	4.65/5	4.73/5
2008-2009	4.69/5	4.44/5

2009-2010	4.77/5	4.57/5
2010-2011	4.90/5	4.73/5
2011-2012	4.51/5	4.66/5
2012-2013	-----	4.66/5
2013-2014	-----	4.86/5
2014-2015	-----	4.48/5
2015-2016	-----	-----
2016-2017	-----	4.52/5
2017-2018	-----	4.56/5
2018-2019	-----	4.80/5
2019-2020	-----	-----
2020-2021	-----	4.63/5
2021-2022	-----	-----
2022-2023	-----	4.19/5

	<i>Sustainability Marketing</i>	<i>Sustainable Business</i>
2011-2012	4.70/5	
2012-2013	4.88/5	
2014-2015	4.63/5	
2015-2016	4.58/5	
2016-2017	4.36/5	
2017-2018	4.70/5	
2018-2019	4.68/5	
2019-2020	4.82/5	
2020-2021	4.42/5	
2021-2022	-----	
2022-2023	4.47/5	
2023-2024	-----	*

Graduate Teaching

MBA

Sustainability Marketing (MBA)

<i>Year</i>	<i>Rating</i>
2012-2013	4.89/5
2014-2015	4.73/5
2017-2018	4.83/5
2019-2020	4.50/5
2021-2022	4.33/5
2023-2024	*

Consumer Behaviour

<i>Year</i>	<i>Rating</i>
2001-2002	4.91/5

Both Undergraduate and MBA Scores are in response to Q 32 on the SEEQ: “As an overall rating I would say this instructor is (1=very poor, 5=very good)”. From 2020 onwards, scores are in response to Core

Question 2 on the SRI, “Rate the quality of the learning experience with the instructor” (1=very poor, 5=excellent)

* Weighted average means not presented, complete evaluations available upon request

Consumer Behavior MIM Program (Masters in Management)
Thammasat Business School, Bangkok, Thailand
Year 2009

Sustainability Marketing: An Indigenous Perspective (MBA)
Independent Study (2018)

Developing a Sustainable Marketing Plan (MBA)
Independent Study

Msc/Ph.D.
Consumer Behavior (Ph.D.)
2003-2004 *
2002-2003 *

* No official rating as class size was <4 students

Readings in Marketing (Ph.D.)

<i>Year</i>	<i>Rating</i>
2009-2010	4.86/5
2007-2008	4.86/5

Scores are in response to Q 32 on the SEEQ: “As an overall rating I would say this instructor is (1=very poor, 5=very good)”

Social Marketing (Msc and Ph.d)
Year
2009, 2010, 2012
No official rating as class size was <4 students

Readings in Helping Behaviours (Ph.D.)
(co-taught with Namita Bhatnagar)
Year
2008-2009
No official rating as class size was <4 students

Research in Advertising (Ph.D.)
Year
2007-2008

No official rating as class size was <4 students

Independent Studies (Ph.D.)

- Firm morality, Ph.D. theory course requirement (2017-2018)
- Online Consumer Behaviour (2018)
- The Role of Emotions in Self-Regulatory Process and its Implications in Consumers' Decision Making, Ph.D. theory course requirement (2008)
- Age, Need for Cognition, and Affective Intensity: An Exploration of the Moderating Effects of Individual Characteristics on Advertising Effectiveness, Ph.D. empirical course requirement (2006)
- For Him, For Her: Sexual stereotype Activation in Advertising and its Impact on Gift-Giving Behavior, Ph.D. empirical course requirement (2006)
- The Effect of Similarity on the Consumer Socialization Process, Ph.D. theory course requirement (2001)
- The Effects of the Size and Relevance of Social Influence on Information Processing, Ph.D. empirical course requirement (2000)

Independent Studies (Undergraduate)

- Independent Study: Writing a Successful Business Plan, Winter 1998
- Independent Study: (Management Research I and II) Portrayal of Women in Magazine Advertising: An Assessment, Fall 1999-Winter 2000

1992-1997

Instructor

University of Illinois, Urbana-Champaign, U.S.A.

Advertising and Promotion Management, Spring 1995 (undergraduate)
Teaching Evaluation 4.2/5

Teaching Assistant, Principles of Marketing (undergraduate)

Teaching rated excellent for the Spring 1993 semester by the Daily Illini (the university newspaper)

Average Teaching Evaluation 4.2/5

Teaching Assistant, Advertising and Promotion Management (undergraduate)

Teaching Assistant, Principles of Marketing, Distance Learning
Fall 1993-1996.

Tutor, College Algebra, Bridge Program

Summer 1995 and 1996. Tutored "at risk" minority incoming freshman accepted to the University subject to satisfying program requirement

PROFESSIONAL EXPERIENCE

- 1991 - 1992 *Kellogg Company*, Battle Creek, Michigan
Marketing Associate, Corn Pops, Apple Jacks, Cocoa Krispies, Fruity Marshmallow Krispies, Frosted Krispies (total sales \$300 million)
- Managed advertising/trade/promotion budgets on all 5 brands (\$100 million), analysed brands' volume/share performance, reported on deviations from budget, recommended courses of action
 - Directed the development of package promotion ideas with promotional agencies, evaluated proposals, organized and executed trade and consumer promotional programs for all 5 brands
 - Assisted in competitive analysis, copy development, media planning, and in the development of 1993 business strategies and marketing plans
 - Leader and coordinator for the Fruity Marshmallow Krispies Restage, projected to triple sales with an incremental \$11.4 million marketing spending in 1993
 - Project leader for Kellogg's Frosted Krispies Christmas Product. Insights from this winning concept considered for other Kellogg's brands
- 1987 - 1989 *J. Walter Thompson Co.*, Bombay
Account Executive, Clients: Unilever plc, Readers' Digest, Handyplast (India) Ltd.
- Responsible for overall agency resource management, account profitability and advertising planning and execution
 - Initiated and executed the successful repositioning of Handyplast first aid strips (Band Aid Competitor)
 - Assisted in successful new business pitch for Resilens (plastic eye glass lenses)
- Summer 1988 *Hutmaszprojekt-Hapeko*, Katowice, Poland AISEC International Trainee
- Researched potential market opportunities for industrial products in developing countries
 - Determined export opportunities of small scale Polish industrial companies
- 1986 – 1987 *Colgate-Palmolive Ltd.*, Bombay Marketing Intern,
Developed a marketing plan for the introduction of shampoo sachets (single use shampoo packs) in the Indian market
- Summer 1986 *Procter and Gamble Ltd.*, Bombay Sales and Marketing Intern
- Post launch study of distribution and consumption velocity of soaps
 - Comparative evaluation of two alternative distribution systems

ASSOCIATION MEMBERSHIPS

Indigenous Chamber of Commerce, Association for Consumer Research, American Marketing Association, Academy of Marketing Science, Society for Consumer Psychology, American Academy of Advertising, Administrative Sciences Association of Canada.

SERVICE

Student Related Service

Chair of the Following Dissertations:

- Ph.D. Dissertation Chair (Sanjay Kumar); Graduated 2023
 - Ph.D. Dissertation Chair (Ngan Vo); Graduated 2023
 - Msc. Thesis Chair (Fatima Hussain) 2016-2017; Did not graduate
 - Ph.D. Dissertation Chair (Olya Bullard); Graduated 2014
 - Msc. Thesis Chair (Navin Bahl); Graduated 2011
 - Ph.D. Dissertation Co-Chair (Norlaine Thomas); Graduated 2009
 - Ph.D. Dissertation Co-Chair (Preeti Krishnan); Graduated 2008
 - Ph.D. Dissertation Co-Chair (Jennifer J. Argo); Graduated 2003
- University of Manitoba Distinguished Dissertation Award 2003*

Member of the Following Thesis Committees:

- Business Administration Masters Student (Savannah Vagianos) 2020-2022
- Marketing masters student (Alanna Sharman) 2020-2021
- Marketing doctoral student (Uyen Uyen Banh) 2018-2023
- Marketing doctoral student (Wendy Yan) 2017-2020
- Supply chain masters student (Jiayue Xu) 2014-2017
- Marketing masters student (Zeyu Song) 2012-2014
- Marketing masters student (Peyman Assadi) 2012-2014
- Natural Resource Institute masters student (Mohammad Rony), 2012-2016
- Business Administration masters student (Kasey Martin) 2011-2012
- Agribusiness and Economics masters student (Jamie Poirier) 2012-2013
- Psychology masters student (Chad Graves) 2012-2013
- Psychology doctoral student (Chad Graves) 2013-2017
- Psychology masters student (Ashley Hall) 2011-2012
- Marketing doctoral student (Ping Ping Qui) 2008-2010
- Business Administration doctoral student (Tara Reich) 2009-2011
- Marketing doctoral student (Jane McKay-Nesbitt) 2006-2009
- Marketing doctoral student (Marjorie's Delbaere) 2003-2008
- Marketing doctoral student (P. Bellamy), 1997-2006
- Clothing and Textiles masters student (Vera Steinberger), 2000-2002
- Physical Education and Recreation Studies masters student (Christine Couldwell), 2001- 2002
- Fine Arts and Graphic Design undergraduate student (J. Van Winkle), 1999-2000

Undergraduate honors thesis advisor
Psychology student (Scott Armbruster 2016-2017)

Chair of the Following Student Program Committees:

- Marketing masters student (Scott Armbruster) 2019-2020
- Marketing doctoral student (Ngan Vo) 2018-2019
- Marketing doctoral student (Sanjay Kumar) 2016-2019
- Marketing doctoral student (Olya Bullard) 2009-2012
- Marketing masters student (Navin Bahl) 2009-2011

Member of the Following Student Program Committees:

- Marketing doctoral student (Fateme Hardani) 2023-
- Marketing masters student (Shabnam Emamikerveree) 2023-
- Business Administration doctoral student (Mojtaba Mohammadnejad Shourkaei) 2021-2023
- Business Administration doctoral student (Peter Pomart) 2019-2021
- Marketing doctoral student (Fatima Hussain) 2014-2016
- Marketing doctoral student (Wenxia Guo) 2007-2009
- Marketing doctoral student (Ping Ping Qui) 2006-2008
- Marketing doctoral student (Jane MacKay Nesbitt) 2004-2006
- Marketing doctoral student (Norlaine Thomas) 2003-2005
- Marketing doctoral student (Marjorie's Delbaere) 2001-2003
- Marketing doctoral student (Jennifer Argo) 1999-2002

Ph.d. student teaching Practicums: Jennifer Argo (2001), Ping Ping Qui (2008), Rowan El-Bialy (2019)

Other Student Related Service

- Faculty Advisor, Commerce Student Association (1999-2000; 2018-2022)
- Faculty Advisor, Beta Gamma Sigma (2018-2019)
- MIMC (Manitoba International Marketing Competition) faculty advisor 2001, 2003-2006, 2012
- Guest speaker at School of Arts, Graphics Design (054.228 and 054.366) and Advanced Graphics Design (054.347 and 054.451) course(s)

Departmental Committees

- Interview Selection Committee, Department Office Assistant, 2022-2023
- Department of Marketing Recruiting Committee, 1997- 2021
- Department of Marketing Behavioral Research Committee, 1998-to date
- Department of Marketing Subject Pool Coordinator, 2020-2021.

Faculty Committees

- Member, Selection Committee-Yale Aaron Lampe Memorial Prize, 2024
- Member, MIS Search Committee, 2024-

- Co-Chair, Sustainability Curriculum Development Expert Group 2021-
- Co-Chair, Committee on Indigenous Business Scholarship, 2020-2022
- Co-Chair, Asper Indigenous Art Advisory Committee, 2019-2022
- Search Committee, Indigenous Business Scholar 2022, 2018
- Search Committee, Indigenous Instructor, 2022
- Professorship in Business Sustainability Selection Committee, 2020.
- Stu Clark Professorship Selection Committee, 2019, 2012
- CPA Fellowship Awards Committee, 2019
- Asper Co-op Student and Employer of the Year Award Committee, 2019
- Asper Strategic Planning Committee, 2018-2019.
- Co-Chair, Indigenous Awareness Curriculum Infusion Committee, 2017-2019
- Search Committee, 2018, 2022
- Academic Integrity Adjudicator, Asper School of Business, 2017-2023
- Associates Branding Task Force Committee, 2016
- International Exchange Program Scholarship Awards Selection Committee 2012 (Robin Charles Ringland Scholarship)
- Tenure Committee, Asper School of Business 2004-2005; 2006-2010, 2013-2014; 2017-2018, 2024-2025
- Promotion Committee, Asper School of Business, 2004-2005; 2007-2010; 2014-2015; 2017-2018; 2018-2019, 2024-2025
- Research and Publications Committee (Chair) 1999-2002 (Member) 1998-1999; 2004-2005
- Ph.d. Marketing Department Co-ordinator, 2002-2010
- Graduate Research Program Committee, Chair, 2007-2010
- Deans Advisory Committee, 2011-2012
- SARC (SSHRC Application Review Committee) Committee, 2006-2008
- Department of Marketing Head Search Committee, 2001, 2008, 2019
- Steering Committee, 2008-2014
- Asper School of Business Endowment Campaign Committee, 2001
- Curriculum Review Committee, 1998 -1999
- MSc Development Committee, 2002-2004
- Undergraduate Program Committee, 2002-2003
- Web Page committee, 2002-2004
- International Student Exchange Program Interview Selection Committee, 1997-2000
- New Faculty Orientation Teaching Module Team Member, 2012

University Committees

- Ethics Review Board (PSREB), 2016-2018.
- Research Grants Committee, University of Manitoba, 2006-2009
- Joint Faculty Research Ethics Board, 2000-2001

Academic Service

- Editorial Review Board, Canadian Journal of Administrative Sciences, 2008-2020
- Editorial Review Board, Journal of Product and Brand Management, 2008-current

- Ad hoc reviewer for Journal of Consumer Research, Journal of Consumer Psychology, Journal of Retailing, Journal of Marketing Theory and Practice, ACR Conference(s), Behavioral Pricing Conference(s), AMA Conference(s), Academy of Marketing Science Conference(s), ASAC conference(s)
- External reviewer for Hong Kong Grants Council (2011-current)
- External reviewer for Tenure and Promotion (2011, 2013, 2016, 2018, 2020, 2022)
- Adjudication Committee Member, Division 29, Standard Research Grants Program, Social Sciences and Humanities Research Council (SSHRC) of Canada, 2010-2011.
- Reviewer for Social Sciences and Humanities Research Council (SSHRC) of Canada
- Reviewer for various textbooks including: Advertising and Integrated Brand Promotion 1st Canadian Edition by O'Guinn et al, Thompson Southwestern; Foundations of Marketing, 7th edition by Beckman et al., Harcourt Brace, Canada; Marketing, 4th edition by Berkowitz et al., McGraw-Hill Ryerson.
- Academic Reviewer and Marketing Program Chair, Administrative Sciences Associate of Canada (ASAC) Conference 2001
- Marketing Division Chair, Administrative Sciences Associate of Canada (ASAC) Conference 2002
- ACR Program Committee, 2010 Jacksonville, FL

Community Service

- Invited speaker and workshop leader on Social Marketing Strategies for Safe Work Manitoba (July 2020).
- Invited speaker on Social Marketing to Prevention Committee-Safe Work Manitoba (September 2020)
- Invited speaker on Social Marketing to Safety Leadership Summit (September 2016) and Prevention Committee-Safe Work Manitoba (October 2016)
- Invited speaker and workshop leader on Social Marketing Strategies for Safe Work Manitoba. Provided written analysis of the SAFE Work Brand and Prior Social Marketing/Promotional Strategies, (2015)
- Participant in the "Sustainable Canada Dialogues" Workshop, January 24th, 2015
- Invited speaker and workshop leader on Social Marketing to Rural Development Institute, Brandon University, 2013
- Invited speaker on Social Marketing to Aboriginal Inland Habitat Program Participants, 2011
- Director, Prairie Centre for Business Intelligence, 2003-2006
- Invited speaker at the Certified General Accountants (CGA) 1998 Annual Conference
- Invited speaker at Red River Community College, Creative Communications Program (CRECOM)
- Marketing Advice and Counsel provided to: Hill, Sokalski, Walsh and Olson LLP 2015; Procter and Gamble 2007; Taylor McAffrey and Associates 2004; Quarry Oaks Golf Course 2001; Manitoba Public Insurance 2001, Winnipeg Chamber of Commerce 2000.
- Media coverage:
 - International- Research Project with Darren W. Dahl and Jennifer J. Argo, "Investigating Embarrassment in the Context of Consumer Purchase," discussed in the Times of London, Higher Education Supplement in July 2000.

-National- National Post press coverage of guilt project 2004, Television interview for embarrassment project, show aired on Global TV in December 2001; National Post interview on the same project appeared in December 2001; on CBC radio in June 2000.

-Local- Winnipeg Free Press print coverage of guilt project 2004, Radio interview with CJOB on Safeway's Promotional Strategies 1999, interview with the Winnipeg Free Press on MTS's advertising strategies in 1999. Interview on promotions and event sponsorship with Winnipeg Chamber of Commerce for their monthly publication Winnipeg Hub in April 2001.

REFERENCES

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and Dean

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PERSONAL

Canadian Citizen