

NICOLE ROBITAILLE

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Smith School of Business
Queen's University
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ACADEMIC POSITIONS

2014–Present Assistant Professor of Marketing
Smith School of Business, Queen's University

EDUCATION

- 2014 PhD, Marketing, University of Toronto
Dissertation: “An Investigation of Consumers’ Moral Licensing Behavior”
Chairs: Andrew Mitchell, Nina Mazar
- 2008 MSc, Marketing, Concordia University
Thesis: “The Effects of Product Display Organization on Consumers’ Visual
Attention to Attributes”
Supervisor: Bianca Grohmann
- 2006 BSc, Psychology (Specialization: Behavioral Neuroscience), Concordia University

RESEARCH

Research Interests

Behavioral science, judgment and decision making, consumer wellbeing, public policy

Publications

- Robitaille, N., House, J., & Mazar, N. (2021; first two authors contributed equally). Effectiveness of Planning Prompts on Organizations’ Likelihood to File their Overdue Taxes: A Multi-wave Field Experiment, *Management Science*, 67(7), 4327-4340.
- Robitaille, N., Mazar, N., Tsai, C.I., Haviv, A.M., & Hardy, E. (2021). Increasing Organ Donor Registrations with Behavioral Interventions: A Large-Scale Field Experiment, *Journal of Marketing*, 85(3), 168-183.
- Mazar, N., Robitaille, N., & House, J. (2021). Do Behavioral Nudges work on Organizations? *Harvard Business Review (website)*, February 22, 2021, <https://hbr.org/2021/02/do-behavioral-nudges-work-on-organizations?ab=hero-subleft-2>

Manuscripts Under Review/Working Papers

- Chen, Y., Ovchinnikov, A., & Robitaille, N. Does Size Matter for Loyalty Points Redemptions? *Management Science*, under 1st round review.
- Ashworth, L., Philp, M., Rath, S., & Robitaille, N. (alphabetical equal contribution) Gifts that Keep on Giving: Reflected Appraisals from Gifts and Their Role in Identity and Choice. *Journal of Experimental Social Psychology*, under 1st round review.
- Priolo, G., Stablum, F., Vacondio, M., D'Ambrogio, S., Caserotti, M., Conte, B., De Roni, P., Du Plooy, H., Grillo, V. D., Mastromatteo, L. Y., Tedaldi, E., Toscano, F., Aguilar-Armijo, J., Ghomroudi, P. A., Al Rai, A., Alexa, L., Andersen, M. H., Andersson, P. A., Barakat, K. A.,... Rubaltelli, E. The robustness of mental accounting around the world. *Nature Human Behavior*, under 1st round review.
- Amaral, C., Kolsarici, C., Ikonen, I., & Robitaille, N. Motivating Sustainable Energy Consumption Within Organizations: The Role of Artificial Intelligence and Behavioral Nudging, manuscript in preparation for *Management Science*.
- Robitaille, N., Plassmann, H., Mazar, N., & Linder, A. (first three authors contributed equally, reverse alphabetical). Pain of Paying – A Metaphor Gone Literal, manuscript in preparation for *International Journal of Research in Marketing*.
- Mutluoglu, A., Ashworth, L., & Robitaille, N. Looking a Gift Horse in the Mouth: Suspicion of Expensive Gifts Undermines Gift Appreciation, manuscript in preparation for *Journal of Consumer Psychology*.
- Zeng, Y., Tsai, C., Zhao, M., & Robitaille, N. How End Proximity Influences Mundane Consumer Experience, manuscript in preparation for *Journal of Personality and Social Psychology*.
- Robitaille, N., Mazar, N., & Mitchell, A. Removing Individuals' License to Misbehave, manuscript in preparation for *International Journal of Research in Marketing*.
- Rath, S., Ashworth, L., & Robitaille, N., Pangs from Persuasion: When Recommendations Undermine Consumers' Social Worth, manuscript in preparation for *Journal of Consumer Research*.
- Rath, S., Ashworth, L., & Robitaille, N., I'm not your Friend, Buddy: The Unfavorable Effects of Firm Friendliness on Consumer Attitudes, manuscript in preparation for *Journal of Consumer Psychology*.
- Sobol, K., Robitaille, N. & Walsh, D. The Subjective Experience of Goal Failure: How Choosing the Lesser Evil Eradicates the Negative Consequences of Goal Failure, manuscript in preparation for *Journal of Consumer Research*.

Book Chapters

Robitaille, N., House, J., & Mazar, N. (*Forthcoming*). Horizontally Scaling a Planning Prompt Intervention in New People (Canadian Organizations), Places (Tax Compliance), and Time (Repeat Exposure), in *What Works, What Doesn't (and When)*, ed. Dilip Soman, University of Toronto Press.

Other Publications

Robitaille, N. (2023). Collaboration Is the Key to Impact. *AACSB Insights*, February 6, 2023, <https://www.aacsb.edu/insights/articles/2023/02/collaboration-is-the-key-to-impact>

Robitaille, N., Mazar, N., & House, J. (2021). Are Repeat Nudges Effective? For Tardy Tax Filers, It Seems So. *Behavioral Scientist*, June 7, 2021, <https://behavioralscientist.org/are-repeat-nudges-effective-for-tardy-tax-filers-it-seems-so/>

Robitaille, N. (2019). A Little Nudge Goes a Long Way in Increasing Organ Donor Registrations. *The Conversation*, May 1, 2019, <https://theconversation.com/a-little-nudge-goes-a-long-way-in-increasing-organ-donor-registrations-115051>

Textbook Contributions

“As I see It – The Motivation Process,” in *Consumer Behaviour: Buying, Having, Being, 9th Canadian edition*, by Michael Solomon et al., North York, Ontario: Pearson.

Research in Progress

Robitaille, N., Ashworth, L., Kolsarici, C., & Amaral, C., Understanding and Increasing Consumer Adoption of Digital Government Services: A Large Scale RCT, *data collection complete*.

Robitaille, N., Awasthi, B., Improving Consumers' Debt Management: A Longitudinal Field Experiment, *data collection complete*.

Robitaille, N., & House, J. Enhancing Legitimacy with Deadlines, *data collection ongoing*.

Mutluoglu, A., Vanlerberghe, E., Ok, E., Robitaille, N., & Ashworth, L., The Female Sustainability Advantage: Feminine Brands are Considered More Sustainable, *data collection ongoing*.

Ashworth, L., & Robitaille, N. Purchase Reluctance: The Effect of Irrelevant Price Offers, *data collection ongoing*.

Conference Presentations (*presenter)

- Yang C.,* Ovchinnikov, A., Robitaille, N. (2023) Does Size Matter for Loyalty Point Redemptions? paper presented at *INFORMS MSOM Conference*, Montreal, QC.
- Amaral, C., Kolsarici, C., Ikonen, I.*, Robitaille, N. (2023) Motivating Sustainable Energy Consumption Within Organizations: The Role of Analytics and Optimized Communication, paper presented at *AMA Marketing and Public Policy Conference*, Arlington, VA.
- Yang C.,* Ovchinnikov, A., Robitaille, N. (2023) Does Size Matter for Loyalty Point Redemptions? paper presented at *POMS Conference*, Orlando, FL.
- Amaral, C., Kolsarici, C., Ikonen, I.*, Robitaille, N. (2023) Motivating Sustainable Energy Consumption Within Organizations: The Role of Artificial Intelligence and Behavioral Nudging, paper presented at *European Marketing Academy Annual Conference*, Odense, Denmark.
- Yang C.,* Ovchinnikov, A., Robitaille, N. (2023) Does Size Matter for Loyalty Point Redemptions? paper presented at the *8th Annual Empirical & Theoretical Symposium for Canadian Marketing Strategy*, Kingston, ON.
- Mutluoglu, A., Vanlerberghe, E., Ok, E., Robitaille, N., Ashworth, L. (2023) The Female Sustainability Advantage: Feminine Brands Are Considered More Sustainable, paper presented at *Southern Ontario Behavioural Decision Research Conference*, Toronto, ON.
- Mutluoglu, A.,* Ashworth, L., & Robitaille, N. (2022). Why Recipients Don't Appreciate Expensive Gifts: The Role of Suspicion, paper presented at *Southern Ontario Behavioural Decision Research Conference*, Toronto, ON.
- Robitaille, N.,* Sobol, K., & Walsh, D. (2022). Fending Off Failure: How Choosing the Lesser Evil Eradicates the Negative Consequences of Goal Failure, paper presented at *Behavioral Insights into Business for Social Good Conference*, Vancouver, BC.
- Amaral, C., Kolsarici, C.,* Ikonen, I., Robitaille, N. (2022) Motivating Sustainable Energy Consumption Within Organizations: The Role of Analytics and Optimized Communication, paper presented at *Marketing Dynamics Conference*, Atlanta, GA.
- Yang C.,* Ovchinnikov, A., Robitaille, N. (2021) Does Redeeming Loyalty Rewards Increase Customer Loyalty? paper presented at *INFORMS Annual Meeting*, hybrid virtual and Anaheim, CA.
- Mutluoglu, A.,* Ashworth, L., & Robitaille, N. (2021). Why Recipients Don't Appreciate Expensive Gifts: The Role of Suspicion, paper presented at *Association for Consumer Research Conference*, virtual.

- Sobol, K.,* Robitaille, N., & Walsh, D. (2021). Fending Off Failure: How Choosing the Lesser Evil Eradicates the Negative Consequences of Goal Failure, paper presented at *15th Annual International Conference on Psychology*, Athens, Greece.
- Sobol, K.,* Robitaille, N., & Walsh, D. (2021). Fending Off Failure: How Choosing the Lesser Evil Eradicates the Negative Consequences of Goal Failure, paper presented at *Southern Ontario Behavioral Decision Research Conference*, virtual.
- Sobol, K.,* Robitaille, N., & Walsh, D. (2019). The Subjective Experience of Goal Failure: How Choosing the Lesser Evil Eradicates the Negative Consequences of Goal Failure, poster presented at *Society for Judgment and Decision Making Conference*, Montreal, QC.
- Rath, S.,* Ashworth, L., & Robitaille, N. (2019). Perceived Persuasion Conveys a Threat to Consumers' Social Worth, paper presented at *Association for Consumer Research Conference*, Atlanta, GA.
- Robitaille, N.,* Mazar, N., Tsai, C.I. & Hardy, E. (2019). Nudging to Increase Organ and Tissue Donor Registrations, paper presented at *Behavioural Insights into Business for Social Good*, Vancouver, BC.
- Ashworth, L.,* & Robitaille, N. (2019). Purchase Reluctance: The Effect of Irrelevant Price Offers, paper presented at *Southern Ontario Behavioral Decision Research Conference*, Waterloo, ON.
- Rath, S.,* Ashworth, L., & Robitaille, N. (2018). Pangs from Persuasion: When Recommendations Undermine Consumers' Social Worth, paper presented at *Association for Consumer Research*, Dallas, TX.
- Robitaille, N.,* House, J., & Mazar, N. (2018). Effectiveness of Repeated Implementation Intension- Interventions on Organizations' likelihood to File their Overdue Taxes, paper presented at *International Congress of Applied Psychology*, Montreal, QC.
- Philp, M.,* Ashworth, L., Robitaille, N., & Rath, S. (2018). You Are What You Get: The Effects of Receiving Gifts on Reflected Appraisals, Identity, and Future Consumption, paper presented at *Society for Consumer Psychology*, Dallas, TX.
- Rath, S.,* Ashworth, L., & Robitaille, N., & Philp, M. (2017). Friend or Firm: When Friendliness Reduces Comfort Perceptions During Sales Interactions, paper presented at *Association for Consumer Research*, San Diego, CA.
- House, J.,* Robitaille, N., & Mazar, N. (2017). Implementation Intentions: How to Nudge Organizations to Pay their Overdue Taxes, paper presented at *Southern Ontario Behavioral Decision Research Conference*, Kingston, ON.

- Rath, S.,* Ashworth, L., & Robitaille, N., & Philp, M. (2017). Friend or Firm: When Friendliness Reduces Comfort Perceptions During Sales Interactions, paper presented at *Ivey Symposium on Consumer Behavior*, London, ON.
- Tsai, C.I.,* Zhao, M., & Robitaille, N. (2016). How 'Time until the End' Influences Actual versus Predicted Consumer Experiences: A Resource Allocation Account, paper presented at *Association for Consumer Research*, Berlin, Germany.
- Philp, M.,* Ashworth, L., Robitaille, N., & Rath, S. (2016). Gifting and Identity: The Effect of Gifts on Receiver Self-Identity, paper presented at *Association for Consumer Research*, Berlin, Germany.
- Rath, S.,* Ashworth, L., & Robitaille, N., & Philp, M. (2016). Friend or Firm: When Friendliness Reduces Comfort Perceptions During Sales Interactions, poster presented at *Association for Consumer Research*, Berlin, Germany.
- Robitaille, N.,* Mazar, N., & Tsai, C.I. (2016). Nudging to Increase Organ and Tissue Donor Registrations, paper presented at *Behavioral Decision Research in Management*, Toronto, ON.
- Robitaille, N.,* Mazar, N., & Tsai, C.I. (2016). Nudging to Increase Organ and Tissue Donor Registrations, paper presented at *Southern Ontario Behavioral Decision Research Conference*, London, ON.
- Rath, S.,* Ashworth, L., & Robitaille, N., Philp, M., & Kerman, J. (2016). I'm not your Friend, Buddy: The Unfavorable Effects of Firm Friendliness on Consumer Attitudes, paper presented at *Brand and Brand Relationships Conference*, Toronto, ON.
- Robitaille, N.,* Mazar, N., & Tsai, C.I. (2016). Nudging to Increase Organ and Tissue Donor Registrations, paper presented at *Behavioral Science and Policy Association Conference*, Washington, DC.
- Robitaille, N.,* Mazar, N., & Tsai, C.I. (2016). Nudging to Increase Organ and Tissue Donor Registrations, paper presented at *Society for Consumer Psychology*, St. Pete Beach, FL.
- Philp, M.,* Ashworth, L., Robitaille, N., & Rath, S. (2016). Gifting and Identity: The Effect of Gifts on Receiver Self-Identity, paper presented at the *Ivey Symposium on Consumer Behavior*, London, ON.
- Robitaille, N.,* Mazar, N., & Tsai, C.I. (2015). Nudging to Increase Organ and Tissue Donor Registrations, paper presented at *Society for Judgment and Decision Making*, Chicago, IL.

- House, J.,* Robitaille, N., & Mazar, N. (2015). Increasing Timely Tax Payment with Implementation Intentions: A Field Experiment, paper presented at *Society for Judgment and Decision Making*, Chicago, IL.
- Robitaille, N.,* Mazar, N., & Tsai, C.I. (2015). Nudging to Increase Organ and Tissue Donor Registrations, paper presented at *Association for Consumer Research*, New Orleans, LA.
- House, J.,* Mazar, N., & Robitaille, N. (2015). Increasing Timely Tax Payment with Implementation Intentions: A Field Experiment, paper presented at *Academy of Management*, Vancouver, BC.
- Mazar, N.,* Plassmann, H., Robitaille, N., & Lindner, A. (2015). The Origin of the Pain of Paying: Evidence from fMRI and behavioral experiments, paper presented at *European Conference of the Society of Consumer Psychology*, Vienna, Austria.
- Robitaille, N., Mazar, N.,* & Tsai, C.I. (2015). Increasing Organ and Tissue Donor Registration, paper presented at *The La Londe Conference in Marketing Communications and Consumer Behavior*, La Londe, France.
- Mazar, N., Plassmann, H.,* Robitaille, N., & Lindner, A. (2015). The Origin of the Pain of Paying: Evidence from fMRI and behavioral experiments, paper presented at *The La Londe Conference in Marketing Communications and Consumer Behavior*, La Londe, France.
- Robitaille, N.,* Mazar, N., & Mitchell, A. (2014). Removing Consumers' License to Misbehave, paper presented at *Association for Consumer Research*, Baltimore, MD.
- Mazar, N., Plassmann, H.,* Robitaille, N., & Lindner, A. (2014). The Origin of the Pain of Paying: Evidence from fMRI and Behavioral Experiments, paper presented at *Annual Meeting of the Society for NeuroEconomics*, Miami, FL.
- Mazar, N., Plassmann, H.,* Robitaille, N., & Lindner, A. (2014). The Origin of the Pain of Paying: Evidence from fMRI and Behavioral Experiments, paper presented at *Behavioral Decision Research in Management*, London, UK.
- Mazar, N.,* Plassmann, H., Robitaille, N., & Lindner, A. (2012). The Origin of the Pain of Paying, paper presented at *Society for Judgment and Decision Making*, Minneapolis, MN.
- Mazar, N.,* Plassmann, H., Robitaille, N., & Lindner, A. (2012). The Origin of the Pain of Paying, paper presented at *Society for Consumer Psychology*, Florence, Italy.
- Robitaille, N.,* Mazar, N., & Mitchell, A. (2012). Removing Consumers' License to Misbehave, paper presented at *Society for Consumer Psychology*, Las Vegas, NV.

- Robitaille, N.,* Mazar, N., & Mitchell, A. (2012). Removing Consumers' License to Misbehave, paper presented at *Ivey Symposium on Consumer Behavior*, London, ON.
- Robitaille, N.,* & Mazar, N. (2011). Removing Consumers' License to Misbehave, paper presented at *Society for Judgment and Decision Making*, Seattle, WA.
- Mazar, N., Plassmann, H., Robitaille, N.,* & Lindner, A. (2011). The Origin of Pain of Paying, paper presented at *Association for Consumer Research*, St. Louis, MO.
- Robitaille, N.,* Grohmann, B., Zhou, R., & VonGrunau, M. (2009). The Effects of Product Display Organization on Consumers' Visual Attention to Attributes, poster presented at *Society for Consumer Psychology*, San Diego, CA.
- Penhune, V., Longo dos Santos, C.,* and Robitaille, N. (2006). Consolidation of Implicit and Explicit Learning in a Biconditional Grammar Task, poster presented at *Cognitive Neuroscience Society*, San Francisco, CA.

Chaired Symposia

- Robitaille, N., & Mazar, N. (2016). Symposium Co-Chairs. The Greater Good: Behavioral Research with Social Value, *Society for Consumer Psychology* Conference, St. Pete Beach, FL.
- Robitaille, N., & Mazar, N. (2015). Symposium Co-Chairs. The Greater Good: Behavioral Research with Social Value, *Association for Consumer Research* Conference, New Orleans, LA.
- Robitaille, N. (2011). Symposium Chair. Spending Hurts? Examining the Antecedes and Consequences of the Pain of Paying, *Association for Consumer Research* Conference, St. Louis, MI.

Invited Talks

- 2023 Kellogg School of Management, Northwestern University (virtual)
- 2023 Grenoble Ecole de Management (virtual)
- 2021 BI-Org Partnership Student Chapter (University of Toronto, virtual)
- 2021 Better Marketing for a Better World (BMBW) Health and Wellbeing Forum, Journal of Marketing (virtual)
- 2021 Simon Business School, University of Rochester (virtual)
- 2021 City of Kingston Economic Recovery Taskforce
- 2019 Gordan Lang School of Business, Guelph University
- 2019 2nd Annual BEworks Summit for Behavioural Science in Business
- 2019 Behavioral Economics in Action at Rotman (BEAR) Summer Research Retreat, University of Toronto
- 2018 FCAC National Research Symposium on Financial Literacy
- 2018 Cognitive Neuroscience Seminar Series, Psychology, Queen's University

2018	Behavioral Insights in Canada Conference: Building a BI Practice in Public Policy, UofT
2017	Immigration, Refugees and Citizenship Canada
2016	Employment and Social Development Canada, Service Research Conference
2016	University of Ottawa, 4 th Canadian PhD and Early Career Workshop on Environmental Economics
2016	Government of Canada, Behavioral Economics for the Public Sector Conference
2013	SUNY Stony Brook
2013	Queen's University
2013	Concordia University
2013	Iowa State University
2013	BE Works Consulting
2010	University of Tübingen

TEACHING

Instructor

Individual Research Project, Master of Management Innovation & Entrepreneurship, Queen's University, 2023, 2024
 Marketing II, Undergraduate, Queen's University, 2022
 Consumer Behavior II, MSc/PhD, Queen's University, 2021, 2023
 Intro to Marketing, Undergraduate, Queen's University, 2015, 2016, 2017, 2019, 2021, 2022, 2023
 Psychology Special Directed Lab Course, Undergraduate, Queen's University, 2017

PhD Committees:

Sophia Mannina, Digital Technology, Queen's University, Committee Member, Current
 Yang Chen, Analytics, Queen's University, Committee Member, Current
 Aybike Mutluoglu, Marketing, Queen's University, Committee Member, Current
 Suzanne Rath, Marketing, Queen's University, Committee Member, 2019

MSc Student Supervision:

Emma Vanlerberghe, Queen's University, 2023
 Donella Plastik, Queen's University, 2019
 Alyssa Whalen, Queen's University, 2018

Engagement and Education:

Creating a Culturally Responsive Classroom Culture, Queen's University, 2023
 EDII in Pedagogy and Practice Series (*Power, Privilege & Bias; Navigating Difficult Conversations; Conversations on Decolonization; Inclusive & Responsive Teaching; and Universal Design for Learning*), Queen's University, 2020, 2022
 Case Teaching: 1-day workshop, Queen's University, 2016
 Case Teaching: 2-day workshop, University of Toronto, 2013
 Teaching Business in College and University: 10-week course, University of Toronto, 2012

HONORS, FELLOWSHIPS, AND AWARDS

Financial Times 2023 Responsible Business Education Award Recipient, 2023
Smith General Research Grant 2023–2024
AMA/Marketing Science Institute/H. Paul Root Award Finalist, 2022
Designing a Career for the Marketing Academy (DCMA) Attendee, 2022
SSHRC Internal Grant, 2021–2023
Smith General Research Grant 2021–2022
ACR/Sheth Doctoral Symposium Faculty Participant (virtual), 2021
SSHRC Partnership Grant (Behaviourally Informed Organizations), Collaborator, 2019–2024
D.I. McLeod Research Assistantship, Queen’s University, 2014–2022
D.I. McLeod Summer Research Assistantship, Queen’s University, 2016, 2018, 2021
Smith School of Business Conference Funding, 2016–2017
Amethyst Award, Behavioural Insights Unit (BIU), Ontario Government, 2015
Outstanding Reviewer Award, *Journal of Business Research*, 2015
Michael Lee-Chin Institute for Corporate Citizenship Research Grant, 2011, 2014
Ontario Graduate Scholarship, 2013–2014
AMA Sheth Doctoral Consortium Fellow, University of Washington, 2012
fMRI Decision Neuroscience Workshop Fellow, University of Michigan, 2009

INDUSTRY EMPLOYMENT/NON-ACADEMIC POSITIONS

2018–2022	National Financial Literacy Research Sub-Committee Member (Financial Consumer Agency of Canada)
2016–2018	Trusted Advisor and Advisory Committee Member, Government of Canada’s Behavioural Insights Unit (Privy Council Office)
2015–2016	Advisor to the Behavioural Insights Unit, Government of Ontario (Treasury Board Secretariat)
2013–2015	Chief Researcher, Behavioural Insights Unit, Government of Ontario (Treasury Board Secretariat)

SERVICE

Faculty Service: Commerce Program Review Committee, 2023–2024
Designing a Career for the Marketing Academy (DCMA) Secretary Elect, 2023
Undergraduate Curriculum Committee, 2016–2017, 2022–2023
Renewal, Tenure and Promotion Committee, 2021–2022
Subject Pool and Behavioral Lab Committee, 2015–2017, 2018–2019, 2020–2022
EDII Research and Thought Leadership Working Group, 2020–2021
Session Leader, Smith Doctoral Consortium, 2014, 2016–2020
Speaker Series Organizer, Marketing, 2015–2017, 2018–2019, 2022–2024
Inter-Collegiate Business Competition, Judge, 2014, 2015, 2018, 2020
Queen’s Entrepreneurs Competition, Judge 2014, 2015

Conference Organizer: *Southern Ontario Behavioral Decision Research, Co-Chair, 2017*

Program Committee: *Southern Ontario Behavioral Decision Research, 2019–2023*

Reviewing: *Journal of Consumer Research*
Journal of Marketing
Management Science
Organizational Behavior and Human Decision Processes
Journal of Business Research (2015 Outstanding Reviewer)
British Medical Journal (BMJ) Open
Marketing Letters
Ethics and Behavior
Social Psychology
Canadian Journal of Administrative Sciences
Brand and Brand Relationships Conference
Association of Consumer Research Conference
Association of Consumer Research European Conference
Association of Consumer Research Asia-Pacific Conference
Society of Consumer Psychology Conference
Social Sciences and Humanities Research Council of Canada
Insight Grants
Fonds de recherche du Québec – Société et culture Scholarships
Hong Kong Research Grants Council
Mitacs Accelerate Research Proposals

PROFESSIONAL AFFILIATIONS

Association for Consumer Research (ACR)
Association for Psychological Science (APS)
Behavioral Science and Policy Association (BSPA)
Society for Consumer Psychology (SCP)
Society for Judgment and Decision Making (SJDM)

SELECTED MEDIA COVERAGE

CBC Radio, CityNews, CTV, EurekaAlert!, The Globe and Mail, Global News, The National Post, Smith Business Insight

LANGUAGES

English (native), French (conversational)