

## NICOLE ROBITAILLE

(March 2020)

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### ACADEMIC APPOINTMENTS

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

### EDUCATION

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PhD    Marketing, 2014  
University of Toronto, Rotman School of Management

MSc    Marketing, 2008  
Concordia University, John Molson School of Business

BSc    Psychology (Behavioral Neuroscience), 2006  
Concordia University, Canada

**Dissertation Title:** “An Investigation of Consumers’ Moral Licensing Behavior” (Supervisory Committee: Andrew Mitchell, Nina Mazar, and Wil Cunningham)

### RESEARCH

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#### Research Interests

Behavioral science, morality, pro-social behavior, public policy, and social welfare

#### Journal Publications

1. Robitaille, Nicole, Julian House and Nina Mazar (Forthcoming) “Effectiveness of Planning Prompts on Organizations’ Likelihood to File their Overdue Taxes: A Multi-wave Field Experiment,” *Management Science*.

#### Manuscripts under Review/Working Papers

1. Robitaille, Nicole, Nina Mazar, Claire Tsai and Elizabeth Hardy, “Effectiveness of Planning Prompts on Organizations’ Likelihood to File their Overdue Taxes: A Multi-wave Field Experiment,” revising for 3<sup>rd</sup> round review at *Journal of Marketing*.

2. Philp, Matt, Laurence Ashworth, Nicole Robitaille and Suzanne Rath, "Gifted Preferences: How Gift-Receipt Can Change Recipient Preferences," revising for 2<sup>nd</sup> round review at *Journal of Consumer Psychology*.
3. Mazar, Nina, Hilke Plassmann, Nicole Robitaille and Axel Lindner, "Pain of Paying – A Metaphor Gone Literal: Evidence from Neurobiology and Behavioral Decision Making," revising for 2<sup>nd</sup> round review at *Journal of Consumer Research*.
4. Robitaille, Nicole, Nina Mazar and Andrew Mitchell, "Removing Individuals' License to Misbehave," manuscript in preparation.
5. Suzanne Rath, Laurence Ashworth, Nicole Robitaille, and Matthew Philp, "Friend or Firm: When Friendliness Reduces Comfort Perceptions During Sales Interactions," manuscript in preparation.
6. Suzanne Rath, Laurence Ashworth, and Nicole Robitaille, "Pangs from Persuasion: When Recommendations Undermine Consumers' Social Worth," manuscript in preparation.
7. Kamila Sobol, Nicole Robitaille, and Darlene Walsh, "The Subjective Experience of Goal Failure: How Choosing the Lesser Evil Eradicates the Negative Consequences of Goal Failure," manuscript in preparation.

### **Research in Progress**

1. Robitaille, Nicole, and Pankaj Aggarwal, "What happens in Vegas: Using Mental Boundaries to Justify Misbehaving." Data Collection in Progress.
2. Robitaille, Nicole, Nina Mazar and Andrew Mitchell, "Expectations to Compensate." Data Collection in Progress.
3. Robitaille, Nicole and Julian House, "Enhancing Legitimacy with Deadlines." Data Collection in Progress.
4. Laurence Ashworth and Nicole Robitaille, "Purchase Reluctance: The Effect of Irrelevant Price Offers." Data collection in Process.

### **Published Conference Proceedings and Refereed Conference Presentations (\*presenter)**

1. Kamila Sobol\*, Nicole Robitaille, Darlene Walsh (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.

2. Suzanne Rath\*, Laurence Ashworth, Nicole Robitaille (2019), "Perceived Persuasion Conveys a Threat to Consumers' Social Worth," presented at *Association for Consumer Research Conference*, Atlanta, GA.
3. Robitaille, Nicole\*, Nina Mazar, Claire Tsai and Elizabeth Hardy (2019), "Nudging to Increase Organ and Tissue Donor Registrations," paper presented at *Behavioural Insights into Business for Social Good*, Vancouver, BC.
4. Laurence Ashworth\*, Nicole Robitaille (2019), "Purchase Reluctance: The Effect of Irrelevant Price Offers," paper presented at *Southern Ontario Behavioral Decision Research Conference*, Waterloo, ON.
5. Rath, Suzanne\*, Laurence Ashworth, Nicole Robitaille (2018), "Pangs from Persuasion: When Recommendations Undermine Consumers' Social Worth," paper presented at *Association for Consumer Research*, Dallas, TX.
6. Robitaille, Nicole\*, Julian House, Nina Mazar (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.
7. Philp, Matthew\*, Laurence Ashworth, Nicole Robitaille, Suzanne Rath (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.
8. Suzanne Rath\*, Laurence Ashworth, Nicole Robitaille and Matthew Philp (2017), "Friend or Firm: When Friendliness Reduces Comfort Perceptions During Sales Interactions," paper presented at *Association for Consumer Research*, San Diego, CA.
9. House, Julian\*, Nicole Robitaille and Nina Mazar (2017), "Implementation Intentions: How to Nudge Organizations to Pay their Overdue Taxes," paper presented at *Southern Ontario Behavioral Decision Research Conference*, Kingston, ON.
10. Suzanne Rath\*, Laurence Ashworth, Nicole Robitaille and Matthew Philp (2017), "Friend or Firm: When Friendliness Reduces Comfort Perceptions During Sales Interactions," paper presented at *Ivey Symposium on Consumer Behavior*, London, ON.
11. Tsai, Claire\*, Min Zhao, and Nicole Robitaille (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.
12. Philp, Matt\*, Laurence Ashworth, Nicole Robitaille and Suzanne Rath (2016), "Gifting and Identity: The Effect of Gifts on Receiver Self-Identity," paper presented at *Association for Consumer Research*, Berlin, Germany.

13. Suzanne Rath\*, Laurence Ashworth, Nicole Robitaille and Matthew Philp (2016), "Friend or Firm: When Friendliness Reduces Comfort Perceptions During Sales Interactions," poster presented at *Association for Consumer Research*, Berlin, Germany.
14. Robitaille, Nicole\*, Nina Mazar and Claire Tsai (2016), "Nudging to Increase Organ and Tissue Donor Registrations," paper presented at *Behavioral Decision Research in Management*, Toronto, ON.
15. Robitaille, Nicole\*, Nina Mazar and Claire Tsai (2016), "Nudging to Increase Organ and Tissue Donor Registrations," paper presented at *Southern Ontario Behavioral Decision Research Conference*, London, ON.
16. Suzanne Rath\*, Laurence Ashworth, Nicole Robitaille, Matthew Philp and Jennah Kerman (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.
17. Robitaille, Nicole\*, Nina Mazar and Claire Tsai (2016), "Nudging to Increase Organ and Tissue Donor Registrations," paper presented at *Behavioral Science and Policy Association Conference*, Washington, DC.
18. Robitaille, Nicole\*, Nina Mazar and Claire Tsai (2016), "Nudging to Increase Organ and Tissue Donor Registrations," paper presented at *Society for Consumer Psychology*, St. Pete Beach, FL.
19. Philp, Matt\*, Laurence Ashworth, Nicole Robitaille and Suzanne Rath (2016), "Gifting and Identity: The Effect of Gifts on Receiver Self-Identity." paper presented at the *Ivey Symposium on Consumer Behavior*, London, ON.
20. Robitaille, Nicole\*, Nina Mazar and Claire Tsai (2015), "Nudging to Increase Organ and Tissue Donor Registrations," paper presented at *Society for Judgment and Decision Making*, Chicago, IL.
21. House, Julian\*, Nina Mazar and Nicole Robitaille (2015), "Increasing Timely Tax Payment with Implementation Intentions: A Field Experiment," paper presented at *Society for Judgment and Decision Making*, Chicago, IL.
22. Robitaille, Nicole\*, Nina Mazar and Claire Tsai (2015), "Nudging to Increase Organ and Tissue Donor Registrations," paper presented at *Association for Consumer Research*, New Orleans, LA.
23. House, Julian\*, Nina Mazar and Nicole Robitaille (2015), "Increasing Timely Tax Payment with Implementation Intentions: A Field Experiment," paper presented at *Academy of Management*, Vancouver, BC.

24. Mazar, Nina\*, Hilke Plassmann, Nicole Robitaille, and Axel Lindner (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.
25. Robitaille, Nicole, Nina Mazar\*, and Claire Tsai (2015), "Increasing Organ and Tissue Donor Registration," paper presented at *The La Londe Conference in Marketing Communications and Consumer Behavior*, La Londe, France.
26. Mazar, Nina, Hilke Plassmann\*, Nicole Robitaille, and Axel Lindner (2015), "The Origin of the Pain of Paying: Evidence from fMRI and behavioral experiments," *The La Londe Conference in Marketing Communications and Consumer Behavior*, La Londe, France.
27. Robitaille, Nicole\*, Nina Mazar and Andrew Mitchell (2014), "Removing Consumers' License to Misbehave," paper presented at *Association for Consumer Research*, Baltimore, MD.
28. Mazar, Nina, Hilke Plassmann\*, Nicole Robitaille and Axel Lindner (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.
29. Mazar, Nina, Hilke Plassmann\*, Nicole Robitaille and Axel Lindner (2014), "The Origin of the Pain of Paying: Evidence from fMRI and Behavioral Experiments," paper presented at *Behavioral Decision Research in Management*, London, UK.
30. Mazar, Nina\*, Hilke Plassmann, Nicole Robitaille and Axel Lindner (2012), "The Origin of the Pain of Paying," paper presented at *Society for Judgment and Decision Making*, Minneapolis, MN.
31. Mazar, Nina\*, Hilke Plassmann, Nicole Robitaille and Axel Lindner (2012), "The Origin of the Pain of Paying," paper presented at *Society for Consumer Psychology*, Florence, Italy.
32. Robitaille, Nicole\* and Nina Mazar (2012), "Removing Consumers' License to Misbehave," paper presented at *Society for Consumer Psychology*, Las Vegas, NV.
33. Robitaille, Nicole\* and Nina Mazar (2012), "Removing Consumers' License to Misbehave," paper presented at *Ivey Symposium on Consumer Behavior*, London, ON.
34. Robitaille, Nicole\* and Nina Mazar (2011), "Removing Consumers' License to Misbehave," paper presented at *Society for Judgment and Decision Making*, Seattle, WA.
35. Nina Mazar, Hilke Plassmann, Nicole Robitaille\*, and Axel Linder (2011), "The Origin of Pain of Paying," paper presented at *Association for Consumer Research*, St. Louis, MO.

36. Robitaille, Nicole\*, Bianca Grohmann, Rong Zhou and Michael VonGrunau (2009), “The Effects of Product Display Organization on Consumers’ Visual Attention to Attributes,” poster presented at *Society for Consumer Psychology*, San Diego, CA.
37. Penhune, Virginia, Clarisse Longo dos Santos\* and Nicole Robitaille (2006), “Consolidation of Implicit and Explicit Learning in a Biconditional Grammar Task,” poster presented at *Cognitive Neuroscience Society*, San Francisco, CA.

### **Chaired Symposia (Referred):**

1. “The Greater Good: Behavioral Research with Social Value.” Session Chairs: Nicole Robitaille and Nina Mazar. (2016) *Society for Consumer Psychology* Conference, St. Pete Beach, FL.
2. “The Greater Good: Behavioral Research with Social Value.” Session Chairs: Nicole Robitaille and Nina Mazar. (2015) *Association for Consumer Research* Conference, New Orleans, LA.
3. “Spending Hurts? Examining the Antecedes and Consequences of the Pain of Paying.” Session Chair: Nicole Robitaille. (2011) *Association for Consumer Research* Conference, St. Louis, MI.

### **Invited Research Talks**

1. Guelph University (2019)
2. 2<sup>nd</sup> Annual BEworks Summit for Behavioural Science in Business
3. Behavioral Economics in Action at Rotman (BEAR) Summer Research Retreat, University of Toronto (2019)
4. Financial Consumer Agency of Canada’s National Research Symposium on Financial Literacy, University of Toronto (2018)
5. Cognitive Neuroscience Seminar Series, Psychology Department, Queen’s University (2018)
6. Behavioral Insights in Canada Conference: Building a BI Practice in Public Policy, University of Toronto (2018)
7. Immigration, Refugees and Citizenship Canada (2017)
8. Employment and Social Development Canada, Service Research Conference (2016)
9. University of Ottawa, 4<sup>th</sup> Canadian PhD and Early Career Workshop on Environmental Economics (2016)
10. Government of Canada, Behavioral Economics for the Public Sector Conference (2016)
11. SUNY Stony Brook (2013)
12. Queen’s University (2013)
13. Concordia University (2013)
14. Iowa State University (2013)
15. BE Works Consulting (2013)
16. University Tübingen (2010)

## TEACHING

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### Instructor

Introduction to Marketing (Winter 2015, 2016, 2017, 2019), Queen's University  
Psychology Special Directed Lab Course (Winter 2017), Queen's University

### Guest Lecturer

'Consumer Behavior' for Principles of Marketing (Winter 2011), University of Toronto

### PhD Committees:

Committee Member, Suzanne Rath, Queen's University (2019)

### Masters Student Committees:

Chair, Donella Plastik, Queen's University (2019)  
Reader, Sean Buford (2019)  
Chair, Alyssa Whalen, Queen's University (2018)  
Reader, Stephen Carney, Queen's University (2018)  
Reader, K. B. Koo, Queen's University (2015)  
Reader, Jennah Kerman, Queen's University (2016)

### Teaching Certificates

Case Teaching: 2-day workshop (2013) University of Toronto; 1-day workshop (2016)  
Queen's University  
Teaching Business in College and University: 10-week course (2012) University of Toronto

## HONORS, FELLOWSHIPS, AND AWARDS

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2019	SSHRC Partnership Grant (Behaviourally Informed Organizations), Collaborator
2019–2020	D.I. McLeod Research Assistantship, Queen's University
2018–2019	D.I. McLeod Research Assistantship, Queen's University
2018	D.I. McLeod Summer Research Assistantship, Queen's University
2017–2018	D.I. McLeod Research Assistantship, Queen's University
2016–2017	D.I. McLeod Research Assistantship, Queen's University
2016–2017	Smith School of Business Conference Funding, Queen's University
2016	D.I. McLeod Summer Research Assistantship, Queen's University
2015–2016	D.I. McLeod Research Assistantship, Queen's University
2015	Amethyst Award, Behavioural Insights Unit (BIU), Ontario Government
2014–2015	D.I. McLeod Research Assistantship, Queen's University
2014	Michael Lee-Chin Institute for Corporate Citizenship Research Grant
2013–2014	Ontario Graduate Scholarship
2012	AMA Sheth Doctoral Consortium Fellow, University of Washington
2011	Michael Lee-Chin Institute for Corporate Citizenship Research Grant
2010, 2011	Research Travel Grant, University of Toronto
2009	fMRI Decision Neuroscience Workshop Fellow, University of Michigan
2008–2013	Doctoral Fellowship, University of Toronto

## **INDUSTRY EMPLOYMENT/NON-ACADEMIC POSITIONS**

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2018–present	National Financial Literacy Research Sub-Committee Member (Financial Consumer Agency of Canada)
2015–2019	Behavioral Advisor to the Behavioural Insights Unit, Government of Ontario (Treasury Board Secretariat)
2016–2018	Trusted Advisor and Advisory Committee Member, Government of Canada’s Behavioural Insights Unit (Privy Council Office)
2013–2015	Chief Researcher, Behavioural Insights Unit, Government of Ontario (Treasury Board Secretariat)

## **ACADEMIC SERVICE**

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### **Conference Chair**

2017	Conference co-chair: Southern Ontario Behavioral Decision Research Conference (SOBDR)
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### **Conference Committee**

2019, 2020	Southern Ontario Behavioral Decision Research Conference (SOBDR)
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### **Faculty Service**

2015–2017, 2018–2019	Member of the Smith School of Business Subject Pool and Behavioural Lab Committee
2015–2017, 2018–2019	Marketing Speaker Series Organizer, Smith School of Business
2015–2017, 2018–2014, 2015, 2018	Marketing Area Group MSc/PhD Application Evaluation Committee
2017–2018	Inter-Collegiate Business Competition (ICBC), Preliminary Round Judge
2016–2017	Psychology Comprehensive Exam Committee, Kalee DeFrance
2014, 2015	Undergraduate Curriculum Committee, Smith School of Business
	Queen’s Entrepreneurs Competition, Preliminary Round Judge

### **Ad-Hoc Reviewing**

*Journal of Marketing*

*Organizational Behavior and Human Decision Processes*

*Journal of Business Research* (Outstanding Reviewer – 2015)

*Marketing Letters*

*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 (SSHRC) Insight Grants

Fonds de recherche du Québec – Société et culture (FRQSC) Scholarships



## **PROFESSIONAL AFFILIATIONS**

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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)

## **LANGUAGES**

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English (native), French (fluent)