Tandy Chalmers Thomas
Curriculum Vitae
Associate Professor and E. Marie Shantz Fellow of Marketing
Smith School of Business at Queen's University
tandy.thomas@queensu.ca, 613-533-3342
143 Union Street, Kingston, ON K7L 3N6

ACADEMIC EMPLOYMENT

2019-Present Associate Professor (tenured): Smith School of Business at Queen's University
2009-Present Assistant Professor: Smith School of Business at Queen's University

EDUCATION

2009 PhD Marketing: University of Arizona
Dissertation Title: "The Social Context of Advertising: Authenticity, Social Identity, and Reflected Appraisals." Chair: Linda L. Price
2004 MSc Management (Marketing): Queen's University
Thesis: "Subcultures and Reverse Appropriation - To Be a Runner." Supervisor: Jay M. Handelman
2003 BCom (Honours): Queen's University
Specialization: Marketing and International Business

GRANTS AND FELLOWSHIPS

2026-2031 SSHRC Insight Grant ($122,363)
2024-2028 E-Marie Shantz Fellow of Marketing, Smith School of Business ($90,000)
2023-2026 SSHRC Insight Development Grant ($59,272 with Adam Slobodzian)
2019-2024 Distinguished Faculty Fellow, Smith School of Business ($45,000)
2015-2024 SSHRC Insight Grant ($114,570)
2014 Queen's University SSHRC 4A Award ($3,500)
2013 Marketing Science Institute Research Grant ($6,608 US with Amber Epp)
2013 General Research Grant, Queen's School of Business ($5,440)
2011 DI McLeod Summer Research Assistantship, Queen's School of Business ($1012)
2009 General Research Grant, Queen's School of Business ($3,000)
2006-2008 SSHRC Doctoral Fellowship ($40,000)
2004 Othmer Fellowship, University of Nebraska-Lincoln
2003 School of Business Graduate Fellowship, Queen's School of Business

AWARDS AND HONORS

2026 Nominated for Smith Graduate Teaching Excellence Award
2025 Nominated for Smith Graduate Supervision Award
2025 Invited Symposium Faculty, *Association for Consumer Research* Doctoral Consortium
2024 Invited Faculty Mentor, Qualitative Data Analysis Workshop
2023 Nominated for Smith Graduate Supervision Award

2022	Nominated for Smith Graduate Supervision Award
2022	Invited Faculty Mentor, Qualitative Data Analysis Workshop
2019	Smith Graduate Teaching Excellence Award Recipient
2019	Invited Faculty Mentor, Qualitative Data Analysis Workshop
2018	Nominated for Smith Graduate Teaching Excellence Award
2017	*Journal of Consumer Research* Outstanding Reviewer Award
2017	Symposium Faculty, *Association for Consumer Research* Doctoral Consortium
2017	Invited Faculty Mentor, Qualitative Data Analysis Workshop (declined)
2016	Emerald Citations of Excellence Award
2016	Invited Symposium Faculty, *Association for Consumer Research* Doctoral Consortium (declined)
2015	Symposium Faculty, *Association for Consumer Research* Doctoral Consortium
2015	Invited Participant, *Emerging Female Leaders in Marketing* Conference
2014	Symposium Faculty, *Association for Consumer Research* Doctoral Consortium
2011	Outstanding Reviewer Award, *Canadian Journal of Administrative Sciences*
2008	Lisle and Roslyn Payne Outstanding Doctoral Student Award, University of Arizona
2008	Dean's Research Award, Eller College of Management, University of Arizona
2008, 2007	Dean's Service Award, Eller College of Management, University of Arizona
2005-2008	Lisle and Roslyn Payne Doctoral Student Conference Award, University of Arizona
2003	Molson Canadian Science of Marketing Award for Marketing Excellence at the Graduate Level, Queen's School of Business

PUBLICATIONS – JOURNAL ARTICLES (REFEREED):

Patry-Beaudoin, Gabrielle, Jay M. Handelman, and Tandy Chalmers Thomas (2025), "The Marketplace of Existential Authenticity," *Journal of Consumer Research*, forthcoming.

Thomas, Tandy Chalmers, Amber M. Epp, and Linda L. Price (2020), "Journeying Together: Aligning Retailer and Service Provider Roles with Collective Consumer Practices," *Journal of Retailing*, 96 (1), 9-24. **Lead Article.**

Thomas, Tandy Chalmers, Martin A. Pyle, and Jay M. Handelman (2020), "Identification Incubators: Reflexivity in Consumer Book Clubs," *Consumption, Markets & Culture*, 23 (5), 456-80.

Thomas, Tandy Chalmers and Amber M. Epp (2019), "The Best Laid Plans: Why New Parents Fail to Habituate Practices," *Journal of Consumer Research,* 46 (3), 564-589.

Thomas, Tandy Chalmers, Rebecca K. Trump, and Linda L. Price (2015), "Advertising as Unfavorable Self-Presentation: The Dirty Laundry Effect," *Journal of Advertising*, 44 (1), 58-70.

Thomas, Tandy Chalmers, Linda L. Price, and Hope Jensen Schau (2013), "When Differences Unite: Resource Dependence in Heterogeneous Consumption Communities," *Journal of*

Consumer Research, 39 (5), 1010-1033. *SSCI Highly Cited Paper Designation (top 1% of the academic field of Economics & Business); Emerald Citations of Excellence Award.

UNDER REVIEW

Connell, Paul M., Hope Jensen Schau, and Tandy Chalmers Thomas*, "Practice Interrupted: Production Cohort Disruptions and Practice Replication," Invited Revision (Revise and Resubmit) at *Journal of Consumer Research*. ***Equal authorship.**

BOOK CHAPTERS

Epp, Amber M. and Tandy Chalmers Thomas (2018, 2023), "Family and Collective Identity," in *Consumer Culture Theory,* ed. Eric J. Arnould and Craig J. Thompson, UK:Sage, 40-61.

OTHER RESEARCH IN PROGRESS

Franco, Paolo, Adam D. Slobodzian, Amber M. Epp, and Tandy Chalmers Thomas, "Social Media Boundaries within Families." Data collection in process.

Thomas, Tandy Chalmers and Adam Slobodzian, "Gender Equality and Engaged Fathers: The Role of the Marketplace in Bridging, or not, the Gender Gap in Dual Career Households." Data collection in process.

Thomas, Tandy Chalmers and Sarah Evans, "CAF Media Discourses: Cultural Obstacles to Increasing Female Recruitment and Retention." Target Journal: *Journal of Business Ethics*. Data analysis in progress.

Slobodzian, Adam and Tandy Chalmers Thomas, "Missed Milestones: How Consumers Cope with Lost Rituals." Target Journal: *Journal of Consumer Research*. Manuscript in preparation.

Slobodzian, Adam and Tandy Chalmers Thomas, "Not my Skywalker: Consumer Sensemaking with Narrative Brands." Target Journal: *Marketing Theory*. Manuscript in preparation.

Slobodzian, Adam and Tandy Chalmers Thomas, "Back to Normal or a New Normal: Ritual Practice Continuity and Change after Disruption." Target Journal: *Journal of Marketing*. Manuscript in preparation.

Thomas, Tandy Chalmers and Linda L. Price, "The Scaffolding of Collective Practices Over Time," Target Journal: *Journal of Consumer Research*. Manuscript in Preparation.

TEXTBOOK CONTRIBUTIONS

"As I see It – Personality, Lifestyles, and Values," in *Consumer Behaviour: Buying, Having, Being,* 6th and 7th Canadian editions, by Michael Solomon, Katherine White, and Darren W. Dahl, Toronto, Canada: Pearson.

CONFERENCE PROCEEDINGS/REFEREED PROCEEDINGS

Slobodzian, Adam D. and Tandy Chalmers Thomas (2025), "Back to Normal or a New Normal: Ritual Practice Continuity and Change after Disruption," *Association for Consumer Research Conference,* Washington, DC. (Special Session) - Forthcoming

Franco, Paolo, Adam D. Slobdozian, Amber M. Epp, and Tandy Chalmers Thomas (2025), "Shhhh!-arenting Practices: How Parents Manage Online Sharing Tensions," *Consumer Culture Theory Conference,* London, UK. (Special Session)

Thomas, Tandy Chalmers and Linda L. Price (2024), "The Scaffolding of Collective Practices Over Time," *Association for Consumer Research Conference,* Paris, France. (Special Session)

Thomas, Tandy Chalmers and Linda L. Price (2024), "The Scaffolding of Collective Practices Over time," *Consumer Culture Theory Conference,* San Diego, California. (Special Session)

Slobodzian, Adam D. and Tandy Chalmers Thomas (2023), "Flipping the Script: Understanding Marketplace Dynamics through Ritual Control," *Association for Consumer Research Conference,* Seattle, Washington. (Special Session).

Slobodzian, Adam D. and Tandy Chalmers Thomas (2022), "Missed Milestones: How Consumers Respond to Collective Milestone Disruptions," *Consumer Culture Theory Conference,* Corvallis, Oregon. (Special Session)

Slobodzian, Adam D. and Tandy Chalmers Thomas (2021), "Brand Community Logics," *Association for Consumer Research Conference,* Seattle, WA (Virtual). (Special Session)

Evans, Sarah C. and Tandy Chalmers Thomas (2020), "Making Sense of Foreign Markets Rejecting American Brands," in *NA - Advances in Consumer Research Volume 48,* eds. Jennifer Argo, Tina M. Lowrey, and Hope Jensen Schau, Duluth, MN: Association for Consumer Research, Pages: 753-754. (Competitive Paper)

Evans, Sarah C. and Tandy Chalmers Thomas (2020), "The Responsibilization of Firms," *Consumer Culture Theory Conference,* Leicester, UK – proceedings only. (Competitive Paper)

Connell, Paul M., Hope Jensen Schau, and Tandy Chalmers Thomas (2019), "Practice Interruption and Practice Replication," *Consumer Culture Theory Conference,* Montreal, Canada. (Special Session)

Patry-Beaudoin, Gabrielle, Jay M. Handelman, and Tandy Chalmers Thomas (2019), "The Power of the Algorithm: Exploring How Social Media Shapes Consumers' Online Experience," *Consumer Culture Theory Conference,* Montreal, Canada. (Competitive Paper)

Thomas, Tandy Chalmers and Linda L. Price (2018), "Family Consumption Experiences Across Generations," *Association for Consumer Research* conference, Dallas, TX. (Special Session)

Koufman, Sheldon, Tandy Chalmers Thomas, and Jay M. Handelman (2016), "Finding Balance: The Roles of Uncertainty and the Past in Identity Transitions," *Consumer Culture Theory Conference,* Lille, France. (Competitive Paper)

Koufman, Sheldon, Tandy Chalmers Thomas, and Linda L. Price (2016), "The Evolution of Family Identity," *Consumer Culture Theory Conference,* Lille, France. (Special Session)

Bassili, Tara and Tandy Chalmers Thomas (2015), "Fantasy, the Future, and the Self: Online Identity Building," *Consumer Culture Theory* Conference, Fayetteville, AR. (Special Session)

Thomas, Tandy Chalmers, Martin A. Pyle, Jay M. Handelman (2015), "Engineered Organic: Building Identity Incubators," *Consumer Culture Theory* Conference, Fayetteville, AR. (Special Session)

Thomas, Tandy Chalmers and Amber M. Epp (2015), "New Parent Decision Making in a Culture of Choice and Discourse Overload," *Consumer Culture Theory* Conference, Fayetteville, AR. (Special Session) ***Best special session award winner**

Thomas, Tandy Chalmers and Rebecca K. Trump (2013), "More than the Self: The Role of Other-Focused Processing in Self-Relevant Advertisements," *Society for Consumer Psychology* Conference, Honolulu, HI. (Competitive Paper)

Thomas, Tandy Chalmers, Hope Jensen Schau, and Linda L. Price (2011), "Consumption Community Dimensions," in *Advances in Consumer Research,* Vol. 39, ed. Rohini Ahluwalia, Tanya L. Chartrand, and Rebecca K. Ratner, Duluth, MN : Association for Consumer Research, 271-272. (Special Session)

Thomas, Tandy Chalmers and Linda L. Price (2011), "Authenticating Strategies in Consumer Responses to Ads," *Consumer Culture Theory* Conference, Evanston IL. (Special Session)

Thomas, Tandy Chalmers and Linda L. Price (2011), "Advertising and the Looking-Glass Self," *Consumer Culture Theory* Conference, Evanston IL. (Special Session)

Thomas, Tandy Chalmers, Linda L. Price, and Rebecca K. Trump (2011), "Dissociating from Identity Congruent Ads: The Dirty Laundry Effect," *Society for Consumer Psychology* Conference, Atlanta GA. (Special Session)

Thomas, Tandy Chalmers, Hope Jensen Schau, and Linda L. Price (2010), "The Consumption Implications of Contested Community," in *European Advances in Consumer Research* Vol 9, ed. Alan Bradshaw, Chris Hackley, and Pauline Maclaran, Duluth, MN: Association for Consumer Research, 13-14. (Special Session)

Chalmers, Tandy D. and Linda L. Price (2009), "Perceptions of Authenticity in Advertisements: Negotiating the Inauthentic," in *Advances in Consumer Research*, Vol 36, ed. Ann L. McGill and Sharon Shavitt, Duluth, MN: Association for Consumer Research, 72-75. (Special Session)

Chalmers, Tandy D. and Damien Arthur (2008), "Hard-Core Members' of Consumption-Oriented Subcultures Enactment of Identity: The Sacred Consumption of Two Subcultures," in *Advances in Consumer Research,* Vol. 35, ed. Angela Y. Lee and Dilip Soman, Duluth, MN: Association for Consumer Research, 570-575. (Competitive Paper)

Chalmers, Tandy D. (2008), "Advertising Authenticity: Resonating Replications of Real Life," in *European Advances in Consumer Research,* Vol. 8, ed. Stefania Borghihi, Mary Ann McGrath, Cele C. Otnes, Duluth, MN: Association for Consumer Research, 442-443. (Competitive paper extended abstract)

Chalmers, Tandy D. and Randy Accetta (2008), "Rejecting the Hard-Core: An Examination of Peripheral Members of Consumption-Oriented Communities," *Consumer Culture Theory* Conference, Boston, MA, June 2008. (Special Session)

Chalmers, Tandy D. and Hope Jensen Schau (2007), "We Love to Hate You: Discourse Between the Distance Running Subculture and Mainstream Media," in *Advances in Consumer Research*, Vol. 34, ed. Gavan Fitzsimmons and Vicki Morowitz, Duluth, MN: Association for Consumer Research, 187-188. (Competitive paper extended abstract)

Chalmers, Tandy D. (2007), "Intracultural Variation: Reactions to Authentic Communications within the Distance Running Subculture," in *Asia-Pacific Advances in Consumer Research*, Vol. 7, eds. Margaret Craig Lees and Teresa Davis and Gary Gregory, Duluth, MN: Association for Consumer Research, 114-115. (Special Session)

Chalmers, Tandy D., Linda L. Price, Patricia F. Kennedy (2007), "Negotiating Work and Play On and Off the Soccer Field," in *Asia-Pacific Advances in Consumer Research*, Vol. 7, ed. Margaret Craig Lees and Teresa Davis and Gary Gregory, Duluth, MN: Association for Consumer Research, 72-72. (Special Session)

Chalmers, Tandy D., Patricia F. Kennedy, and Lynn Kahle (2006), "Soccer Moms and Dads: Family Values Enacted Through Sports," in *European Advances in Consumer Research*, Vol. 7, ed. Karin M. Ekstrom and Helene Brembeck, Duluth, MN: Association for Consumer Research, 157-158. (Special Session)

Chalmers, Tandy D. (2006), "Emancipation Through Modernist Pursuits: The Discipline of Running," in *Advances in Consumer Research*, Vol. 33, ed. Connie Pechmann and Linda L. Price, Duluth, MN: Association for Consumer Research,15-20. (Competitive Paper)
*Nominated for best paper award

CONFERENCE SESSIONS ORGANIZED (REFEREED)

Thomas, Tandy Chalmers and Linda L. Price (2025), "Something Old, Something New: Evolving Market Logics and Changing Wedding Rituals." *Association for Consumer Research Conference*, Washington, DC.

Thomas, Tandy Chalmers (session Chair) (2022), "Together But Apart: Individual and Collective Practice Disruption and Recovery during the COVID-19 Pandemic." *Consumer Culture Theory Conference*, Corvallis, Oregon.

Thomas, Tandy Chalmers and Sarah C. Evans (session Chairs) (2020), "Challenging Regulation: Societal, Marketplace, and Consumer Dynamics." *Consumer Culture Theory* Conference, Leicester, UK (proceedings only).

Connell, Paul M. and Tandy Chalmers Thomas (Session Chairs) (2016), "The Negotiation and Evolution of Identities and Practices within Families." *Consumer Culture Theory* Conference, Lille, France.

Thomas, Tandy Chalmers (Session Chair) (2015), "Identity Incubators: Past and Future Focused Consumer Identity Projects." *Consumer Culture Theory* Conference, Fayetteville, AR.

Thomas, Tandy Chalmers, Hope Jensen Schau, and Linda L. Price (Session Chairs) (2011), **"**Collecting the Collectives: Brand Communities, Subcultures of Consumption, and Tribes." *Association for Consumer Research* Conference, St. Louis, MI.

Thomas, Tandy Chalmers (Session Chair) (2011), "Dissociation from Marketing Artifacts: The Importance of Who You're Not." *Society for Consumer Psychology* Conference, Atlanta, GA.

Chalmers, Tandy D. and Linda L. Price (Session Chairs) (2009), "Does Authenticity Matter? The Importance and Interplay of Authenticity and Inauthenticity." *Association for Consumer Research* Conference, San Francisco, CA.

INVITED PRESENTATIONS (EXTERNAL)

"Rejection in Research." Invited presentation (as part of larger panel) as part of online Webinar, James Cook University, Singapore, May 2026.

"Missed Milestones: How Consumers Cope with Lost Rituals." Invited presentation at HEC Montreal, April 2024.

"Insights from Consumer Culture Research." Invited presentation at *Disney Data and Analytics Conference*, Orlando, FL. August 2018.

"Consumption Community Dimensions: An Agenda for Future Research." *Ivey Consumer Behaviour Symposium*, University of Western Ontario, January 2012.

"The Consumption Implications of Contested Community." Invited presentation at York University, November 2009.

"Advertising Authenticity: Resonating Replications of Real Life." *Robert Mittelstaedt Doctoral Symposium*, University of Nebraska-Lincoln, April 2007.

INVITED PRESENTATIONS (INTERNAL)

"Women in the CAF: An Analysis of Canadian Media Discourse from 2000-2021." Smith School of Business Research Symposium, December 2021.

"CAF Media Discourses: An Analysis of Canadian Newspaper Stories from 2000-2020." Women in the CAF: Getting to 25 – Roundtable, November 2020.

"Who I Am: Research Program Summary." Queen's University Pecha Kucha Research Presentations, April 2016.

"The Best Laid Plans: Consumer Responses to Things Going Wrong." Smith Marketing Area Brown-Bag Series, March 2016.

"Who I Am: Research Program Summary." Smith School of Business Pecha Kucha Research Presentations, January 2016.

"Decision Making in a Culture of Choice and Discourse Overload." Queen's School of Business Centre for Sustainable Leadership, Brownbag Series, May 2015.

"New Parent Decision Making in a Culture of Choice Overload." Queen's School of Business Conference On Well-Being, Queen's University, September 2013.

TEACHING EXPERIENCE

<u>Smith School of Business</u>

Undergraduate

COMM 336: Consumer Behaviour (W2012, W2013, F2013, W2016, W2018-19, W2021-22, F2023-24, W2024-26)

COMM 132: Marketing II (W2023)

COMM 131: Introduction to Marketing (W2010-12)

COMM 231: Introduction to Marketing (Non-Commerce Students) (W2010, W2012)

MSc/PhD Program

MGMT 946/944: Consumer Culture Theory (W2015, F2016, W2018, W2020, W2022, W2024, W2026)

MGMT 802: Qualitative Research Methods (W2014-2016, W2018-2019, W2021-26)

Undergraduate Independent Study Courses

PSYC 570 – Special Directed Lab Course
Alyssa Whalen, F2016

COMM 501 – Directed Independent Studies in Business
Caileigh Howieson, F2013
May Paulin, F2025

PSYC 575 – Special Directed Lab Course
Eric Lee, W2012

University of Arizona

Undergraduate

BAD 303/BNAD 303: Application of Marketing Concepts and Tools in Business and Society (Summer 2006, 2007)

Workshops and Guest Lecturing

'Conducting Statistical Analyses in SPSS' – MBA workshop, Fall 2007, Spring 2009

'Basic Statistical Analyses' – Guest lecture in undergraduate class, Fall 2005

University of Nebraska-Lincoln

Undergraduate

MRKT 341: Introduction to Marketing (2005-Instructor; 2004-Recitation Instructor)

PhD STUDENT COMMITTEES

Supervisor/Co-Supervisor:

Supervisor, Adam Slobodzian, Smith School of Business (Degree Granted 2024)
Co-Supervisor, Raheleh Barkhordari, Smith School of Business (Degree Granted 2024)
Supervisor, Sarah Evans, Smith School of Business (ABD)
Supervisor, Sheldon Koufman, Smith School of Business (ABD)

Committee Member:

Committee Member, Aybike Mutluoglu, Smith School of Business (Degree Granted 2024)
Committee Member, Amanda Garrison, University of Wyoming (Degree Granted 2022)
Committee Member, Gabrielle Patry-Beaudion, Smith School of Business (Degree Granted 2022)
Committee Member, Jeff Weibe, Smith School of Business (Degree Granted 2019)
Committee Member, Alexander Mitchell, Smith School of Business (Degree Granted 2018)
Committee Member, Kimberly Mosher, Smith School of Business (Degree Granted 2018)
Committee Member, Annetta Grant, Smith School of Business (Degree Granted 2017)
Committee Member, Matthew Philp, Smith School of Business (Degree Granted 2016)
Committee Member, Joachim Scholz, Queen's School of Business (Degree Granted 2014)
Committee Member, Ethan Pancer, Queen's School of Business (Degree Granted 2013)

Committee Member, Martin Pyle, Queen's School of Business (Degree Granted 2013)
Committee Member, Terrance Beckman, Queen's School of Business (Degree Granted 2012)
Committee Member, Garth Harris, Queen's School of Business (Degree Granted 2011)

External Examiner:
Examiner, Christian de Vrij, Queen's Department of Sociology (In Progress)
Examiner, Jovina Concepcion Bachynski, Queen's School of Nursing (Degree Granted 2024)

MSc STUDENT COMMITTEES

Supervisor:
Advisor, Stevie Gregg, Queen's School of Business (Degree Granted 2015)
Advisor, Tara Bassili, Queen's School of Business (Degree Granted 2013)

Reader:
Reader, Anthony Tan, Smith School of Business (Degree Granted 2025)
Reader, Alex Dorohai, Smith School of Business (Degree granted 2023)
Reader, Lanxin (Luna) Yang, Smith School of Business (Degree Granted 2021)
Reader, Lavy Khouskinsky, Smith School of Business (Degree Granted 2021)
Reader, Jayani Patal, Smith School of Business (Degree Granted 2019)
Reader, Dean Howley, Smith School of Business (Degree Granted 2016)
Reader, Sheldon Koufman, Queen's School of Business (Degree Granted 2015)
Reader, Roni Krakover, Queen's School of Business (Degree Granted 2013)
Reader, Andrew Smith, Queen's School of Business (Degree Granted 2009)

PROFESSIONAL SERVICE ACTIVITIES

<u>Editorial Positions and Reviewing</u>
Associate Editor
2018-2024 Guest AE, Journal of Consumer Research

Editorial Review Board
2014 – Present Journal of Consumer Research

Ad-Hoc Journal Reviewing
Journal of Retailing
Academy of Marketing Science Review
Journal of Marketing
Journal of Marketing Management
Journal of Marketing Research
International Journal of Research in Marketing
Journal of the Academy of Marketing Science
Consumption, Markets, and Culture
Canadian Journal of Administrative Sciences
Journal for the Association for Consumer Research
European Journal of Marketing

Journal of Consumer Affairs
Psychology and Marketing
Marketing Letters

Conference Reviewing

Association for Consumer Research – Associate Editor, 2026
Consumer Culture Theory Conference, 2009, 2011 – 2013, 2015 – 2016, 2022-5
Association for Consumer Research, 2007, 2010 – 2011, 2013, 2015 – 2016, 2021, 2023, 2025
Asia Pacific Association for Consumer Research, 2011
Society for Consumer Psychology Conference, 2009 – 2010
European Association for Consumer Research, 2007

Grant Reviewing

2019, 2024 SSHRC Insight Grants Reviewer

Other Service Activities

2022-Present *Journal of Consumer Research* Policy Board (Vice President 2025-)
2019-2023 Executive Secretary, *Consumer Culture Theory Consortium*

Conference Program Committees and Organization

2022 Consumer Culture Theory Conference, Corvallis, Oregon
2021 Association for Consumer Research, Seattle, WA (Virtual)
2020 Association for Consumer Research, Paris, France (Virtual)
2019 Consumer Culture Theory Conference, Montreal, Canada – Special Session Track Chair
2013 Consumer Culture Theory Conference, Tucson, AZ
2012 Asia Pacific Association for Consumer Research Conference, New Zealand
2011 Asia Pacific Association for Consumer Research Conference, China

UNIVERSITY SERVICE

2025-	Faculty Board Appeals Committee
2021-2025	Workload Standards Committee
2023-2024	MSc/PhD Program Review Committee
2023-2024	Renewal, Tenure and Promotion Committee
2021-2022	Associate Dean, Research Advisory Committee (Chair)
2021-2022	Faculty Board Appeals Committee (alternate member)
2020-2022	Undergraduate Curriculum Committee
2015-2016, 2018-2019	Renewal, Tenure, and Promotion Committee
2011-2016, 2018-2019, 2025	Faculty Board Appeals Committee (Acting Chair 2015 - 5 cases, 2016 - 1 case)
2015, 2016, 2018, 2020-21	Session Leader, Smith Doctoral Consortium
2013-2017, 2020-21	Research Committee, Smith School of Business
2009-2012	Marketing Seminar Series Organizer
2011-2012	MSc student mentor for Christopher Ling

2010-2011	MSc student mentor for Hana Irfan
2010, 2011	Inter-Collegiate Business Competition (ICBC) Preliminary Round Judge
2010, 2011	Marketing Group New Student Orientation Committee Member
2009	Queen's Case Competition Judge
2009	Queen's Entrepreneurs Competition Judge
2007-2008	Eller College Doctoral Student Association, Marketing Department Representative (University of Arizona)
2004	Queen's Marketing Association Conference Challenge Judge,

MEDIA COVERAGE

15/04/2025	Buy Canadian Movement, Spectrum News
08/04/2025	Buy Canadian Movement, Canadian SME
29/03/2025	Buy Canadian Movement, City News 680 (12 pieces of coverage)
19/03/2025	Buy Canadian Movement, Wall Street Journal (Syndicated on MSN, 2 pieces of coverage)
19/03/2025	Buy Canadian Movement, Retail Insider
12/03/2025	Buy Canadian Movement, CBC
10/03/2025	Buy Canadian Movement, CityNews (7 pieces of coverage)
07//03/2025	Buy Canadian Movement, Financial Post (16 pieces of coverage)
07/03/2025	Buy Canadian Movement, Canada's Podcast
05/03/2025	Buy Canadian Movement, CBC Ontario Morning (2 pieces of coverage)
23/05/2024	Toronto's WNBA Team and Women's Pro Sports, Canadian Press (90 pieces of coverage
09/03/2024	Funflation and the Experience Economy, CityNews680 (23 pieces of coverage)
16/02/2024	Funflation and the Experience Economy, Global News Kingston
15/09/2023	Women's Professional Sports, 680 News Toronto (20 pieces of coverage)
11/08/2023	Women's Professional Sports, Newstalk 1010 (2 pieces of coverage)
12/09/2023	Women's Professional Sports, CityNews Ottawa and CFRA Ottawa
09/09/2023	Women's Professional Sports, CP24 News Toronto (8 pieces of coverage)
20/05/2023	Celebrities and Sports Teams, CityNews 680 Toronto Radio (22 pieces of coverage)
15/05/2023	Celebrities and Sports Teams, CBC Ottawa online and Radio-Canada Yahoo!News Canada (17 pieces of coverage)
12/05/2023	Celebrities and Sports Teams, CityNews Ottawa (2 pieces of coverage)
10/05/2023	Celebrities and Sports Teams, CBC Radio Ottawa 'All in a Day' (2 pieces of coverage)
16/04/2023	Split-Brain Budgeting, CBC Radio One 'Cost of Living' (syndicated in Canada Today and 22 other stations)
10/04/2023	Split-Brain Budgeting, CTV Morning Live Ottawa
31/03/2023	Split-Brain Budgeting, 770 CHQR Calgary
20/11/2022	Holiday Toy Sales and Inflation, CTV News online
02/12/2021	Holiday Supply Chain Challenges, in Kingstonist
22/11/2021	Holiday Supply Chain Challenges, on Global News Kingston
16/11/2021	Holiday Supply Chain Challenges, on CBC Regina

12/11/2021 Holiday Supply Chain Challenges, on CBC Radio Saskatoon
09/11/2021 Holiday Supply Change Challenges, on AM980 News London
23/07/2021 Olympic Advertising During the COVID-19 Pandemic, in CBC News Online
30/05/2021 Toys "R" Us Launch New Clothing Line, in Toronto Star
09/03/2021 Culture Change in Canada's Military – OpEd in the Globe and Mail, with Stéfanie von Hlatkey
24/12/2020 Boxing Day During Covid-19 Pandemic, in Toronto Star
26/11/2020 Black Friday During the COVID-19 Pandemic, in Toronto Star
15/04/2020 Spending on Children during the COVID-19 Pandemic, in Strategy News
03/02/2020 Super Bowl Ad Breakdown, on Global News Kingston
16/05/2019 Amber Alert Impact, on CKWS Kingston
20/12/2018 Shopping and Christmas Meanings, in The Globe and Mail
22/11/2018 Black Friday Shopping, on CJOB680 radio
21/09/2018 Privacy and Life Insurance Fitness Tracking, in CBC News
22/08/2018 Soccer and Family Dynamics, on 660 News Calgary
23/02/2018 Businesses Sever Ties with NRA, in Huffington Post
19/01/2018 Tim Hortons Protests, on Global National News
28/08/2017 Pumpkin Spice Wars, in Business News Network
23/12/2016 Boxing Day and Holiday Shopping, on Business News Network
13/12/2016 Christmas and Branding, on CKWS Kingston
26/08/2016 Back to School Shopping, on CKWS Kingston
19/03/2016 Loblaw's/French's Dispute, on Newstalk 610
18/03/2016 Identity Marketing Effectiveness, on CBC Radio's The Current
17/03/2016 Rise of French's Ketchup Brand Awareness, AM980 London
16/03/2016 Loblaw's French's Ketchup Snub Sparks Patriotic Backlash, CBCNews.ca, Radio Canada International, and Yahoo! Canada
10/02/2016 Commercialization of Valentine's Day, on CKWS Kingston
30/11/2015 Cyber Monday, on AM 980
27/11/2015 Black Friday Shopping, in The Toronto Start, Business News Network
26/11/2015 Black Friday Shopping, on CKWS Kingston, CTV News Channel Edmonton, 580 CFRA
25/11/2015 The Marketing Behind Black Friday Promotions on 680 News Toronto and CTV News Channel Kitchener
01/10/2015 Queen's Business School to Receive $50-million Endowment, The Globe and Mail
07/09/2015 How Parents Get Prepared for Back to School Shopping, on CKWS Kingston
26/08/2015 Back-to-School Shopping and the Marketing of Products as "Needs" or "wants" on Station 14
17/01/2015 Canadian Retailers May Scope Empty Target Stores, in the Toronto Star
15/01/2015 Target Closes Canadian Stores, on CKWS Television
26/08/2014 Back to School Shopping, on CBC Ontario Morning (Radio)
22/07/2014 Mattel Responds to Falling Sales with Entrepreneur Barbie, in the National Post, Ottawa Citizen, Regina Leader Post, Star Phoenix
23/06/2014 Soccer fans digital activity extends sponsor reach, in the Toronto Star
19/06/2014 FIFA World Cup marketing and advertising, on CTV News Channel
03/02/2014 Recapping Super Bowl Ads, on NewsTalk 770 (Calgary Radio)

01/02/2014 Super Bowl ads more popular than the game?, on CTV News Channel
31/02/2014 Popularity of Super Bowl Ads, on CKWS Television
30/02/2014 Popularity of Super Bowl Ads, On CTV news Channel
30/02/2014 Super Bowl ads get more feminine, in Montreal Gazette, Edmonton Journal, Calgary Herald, The Province, and other Postmedia publications
16/01/2014 Roots Canada is Making Olympic Clothing Cool, on NewsTalk 770 (Calgary Radio)
12/10/2013 WestJet's new holiday commercial, in the National Post, Toronto Star, and Globalnews.ca, and on CKWS Television
24/10/2013 BBM cross platform launch, in The Globe and Mail
30/08/2013 The complexities of back-to-school, in the Kingston Whig Standard and on CKNW (Vancouver radio)
28/08/2013 The complexities of back-to-school, on CKWS television
27/08/2013 Back-to-School Shopping, in the Montreal Gazette and the Kingston Whig Standard
11/07/2013 How is Montreal, Maine and Atlantic Railway Handling the train derailment in Lac-Megantic, on CTV News Channel and CKWS Television.
08/05/2013 Joe Fresh's handling of the Bangladesh factory disaster in Marketing Magazine
02/05/2013 Loblaws and the collapse of a Bangladesh garment factory on Global TV National
28/04/2013 How increasing consumer demand for affordable products affects the balance of business ethics in developing countries on Newstalk 1010 (Toronto radio), CJOB (Winnipeg radio) and CKTB (Niagara radio).
31/04/2013 The impact of the Bangladesh factory collapse on Canadian retailers in Gulf News (United Arab Emirates) and on CBC TV, CBC Radio (World This Hour), Ottawa Citizen, cbc.ca and CKWS Television, and Canada.com
24/04/2013 Justin Trudeau Changes Channel on Attach Ads in Global News
22/03/2013 New Anti-Smoking Advertisement Effectiveness on CTV News Channel
06/03/2013 Target Comes to Kingston on CKWS Television
17/02/2013 How Can Carnival Cruise Line Repair Their Image on CKWN (Vancouver radio)
03/02/2013 Engagement with the Super Bowl on CTV News Channel and CKNW (Vancouver radio)
01/02/2013 Engagement with the Super Bowl in the Ottawa Citizen, Saskatoon Star Phoenix, Regina Leader Post, Montreal Gazette, Calgary Herald, Edmonton Journal, Vancouver Province, Vancouver Sun, Windsor Star

PROFESSIONAL AFFILIATIONS

Association for Consumer Research
Consumer Culture Theory Consortium
American Association of Family and Consumer Sciences

COMMUNITY INVOLVEMENT

King's Town School Marketing Advisor and Board Member, Kingston ON (2015-2022)
Road Runners Clubs of America, Arizona State Representative (2007 – 2009)
Southern Arizona Roadrunners, Board of Directors (2006 – 2009)