

Tandy Chalmers Thomas
Curriculum Vitae

Assistant Professor of Marketing
Smith School of Business at Queen's University
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Academic Employment:

Assistant Professor: Smith School of Business, Queen's University, Kingston, ON
Canada. (July 2009 – present)

Education:

PhD Marketing: University of Arizona (2009)
Dissertation Title: "The Social Context of Advertising: Authenticity, Social
Identity, and Reflected Appraisals."
Chair: Linda L. Price, PhD

MSc Management (Marketing): Queen's University (2004)
Thesis: "Subcultures and Reverse Appropriation - To Be a Runner."
Supervisor: Jay M. Handelman, PhD

BCom (Honours): Queen's University (2003)
Specialization: Marketing and International Business

Awards and Honors:

- SSHRC Insight Grant (2015) (\$114,570)
- Queen's University SSHRC 4A Award (2014) (\$3,500)
- Marketing Science Institute Research Grant (2013) (\$6,608 US)
- General Research Grant, Queen's School of Business (2013) (\$5,440)
- DI McLeod Summer Research Assistantship Award, Queen's School of Business (2011) (\$1012)
- Outstanding Reviewer Award, Canadian Journal of Administrative Sciences (2011)
- General Research Grant, Queen's School of Business (2009) (\$3,000)
- Lisle and Roslyn Payne Outstanding Doctoral Student Award, University of Arizona (2008)
- Dean's Research Award, Eller College of Management, University of Arizona (2008)
- Dean's Service Award, Eller College of Management, University of Arizona (2008, 2009)
- Doctoral Fellowship, Social Science and Humanities Research Council of Canada (\$40,000)(2006-2008)
- Lisle and Roslyn Payne Doctoral Student Conference Award, University of Arizona (2005, 2006, 2007, 2008)
- Othmer Fellowship, University of Nebraska-Lincoln (2004)
- Molson Canadian Science of Marketing Award for Marketing Excellence at the Graduate Level, Queen's School of Business (2003)

- School of Business Graduate Fellowship, Queen's School of Business (2003)
- Tom Burns Award for Excellence in International Business and International Business Strategy, Queen's School of Business (2003)
- Hudson's Bay Co. Scholarship for Marketing Excellence, Queen's School of Business (2002)
- Dean's Entrance Scholarship, Queen's School of Business (1999)

Research Interests:

My research, encompassing a variety of methodological techniques (survey, experimental, and, predominately, interpretive methods), examines how the social contexts in which individuals are embedded impacts their consumption behaviors. My current projects explore how consumers engage in, and navigate through, marketplace-related identity work both collectively and individually. This work focuses on how consumers form identities within groups and across different media (e.g., pinterest), how consumers work together to build collective identities, and what this means for marketing practice. Relatedly, I also explore how consumers' identity projects impact their responses to marketing actions, with a focus on advertising responses.

Publications – Journal Articles (Refereed)

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

“When Differences Unite: Resource Dependence in Heterogeneous Consumption Communities.” (2013) Tandy Chalmers Thomas, Linda L. Price, and Hope Jensen Schau. *Journal of Consumer Research*, 39, February, 1010-1033.

Under Review (Journal Articles)

“The Burden of Identity.” Tandy Chalmers Thomas, Martin Pyle, and Jay Handelman. Under Review at *Journal of Consumer Research*.

Conference Proceedings (Refereed):

“The Evolution of Family Identity” Sheldon Koufman, Tandy Chalmers Thomas, and Linda L. Price. Forthcoming at 2016 *Consumer Culture Theory Conference*.

“Finding Balance: The Roles of Uncertainty and the Past in Identity Transitions.” Sheldon Koufman, Tandy Chalmers Thomas, and Jay M. Handelman. Forthcoming at 2016 *Consumer Culture Theory Conference*.

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

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

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

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

“Consumption Community Dimensions.” Tandy Chalmers Thomas, Hope Jensen Schau, and Linda L. Price (2011). *Association for Consumer Research* Conference, St. Louis MI, forthcoming. (Special Session)

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

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

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

“The Consumption Implications of Contested Community.” Tandy Chalmers Thomas, Hope Jensen Schau, and Linda L. Price (2010), in *European Advances in Consumer Research*, forthcoming. (Special Session)

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

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

“Hard-Core Members’ of Consumption-Oriented Subcultures Enactment of Identity: The Sacred Consumption of Two Subcultures.” Tandy D. Chalmers and Damien Arthur (2008), in *Advances in Consumer Research*, Volume 35, eds. Angela Y. Lee and Dilip Soman, Memphis, TN: Association for Consumer Research, 570-575. (Competitive Paper)

“Advertising Authenticity: Resonating Replications of Real Life.” Tandy D. Chalmers (2008), in *European Advances in Consumer Research*, Volume 8, eds. Stefania Borghihi, Mary Ann McGrath, Cele C. Otnes, Milan, Italy: Association for Consumer Research, 442-443. (Competitive paper extended abstract)

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

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

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

“Emancipation Through Modernist Pursuits: The Discipline of Running.” Tandy D. Chalmers (2006), in *Advances in Consumer Research*, Volume 33, ed. Connie Pechmann and Linda L. Price, San Antonio, TX: Association for Consumer Research, 15-20. (Competitive Paper)

“Soccer Moms and Dads: Family Values Enacted Through Sports.” Tandy D. Chalmers, Patricia F. Kennedy, and Lynn Kahle (2006), in *European Advances in Consumer Research*, Volume 7, eds. Karin M. Ekstrom and Helene Brembeck, Goteberg, Sweden: Association for Consumer Research, 157-158. (Special Session)

Conference Sessions Organized (Refereed):

“The Negotiation and Evolution of Identities and Practices within Families.” Session Chair: Paul M. Connell and Tandy Chalmers Thomas. 2016 *Consumer Culture Theory* Conference, Lille, France.

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

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

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

“Does Authenticity Matter? The Importance and Interplay of Authenticity and Inauthenticity.” Session Chair: Tandy D. Chalmers and Linda L. Price. 2009 *Association for Consumer Research* Conference, San Francisco CA.

Other Research in Progress:

“The Best Laid Plans: Consumer Responses to Things Going Wrong,” Tandy Chalmers Thomas and Amber M. Epp. Target Journal: *Journal of Consumer Research*. Manuscript in Preparation. MSI Working Paper Grant 4-1822.

“The Unrestricted Self,” Tara Bassilli and Tandy Chalmers Thomas. Target Journal: *Journal of Consumer Research*. Manuscript in Preparation.

“The Effects of Media Framing on the Legitimacy Goals in the Transgender Community,” Stevie Gregg, Tandy Chalmers Thomas, and Jay M. Handelman. Target Journal: *Journal of Consumer Research*. Data collection complete.

“The Evolution of Family Identity,” Tandy Chalmers Thomas, Sheldon Koufman, and Linda L. Price. Target Journal: *Journal of Consumer Research*. Data collection complete.

“Reflected Appraisals in Advertising Scale.” Tandy Chalmers Thomas, Rebecca K. Trump, and Linda L. Price. Target Journal: *Journal of Marketing Research*. Data analysis in progress.

“Consumption Community Dimensions: An Agenda for Future Research.” Tandy Chalmers Thomas, Linda L. Price, and Hope Jensen Schau.” Target Journal: *Journal of Consumer Research*. Working paper in preparation

“Authenticating Strategies in Consumer Responses to Ads.” Tandy Chalmers Thomas and Linda L. Price. Target Journal: *Journal of Consumer Research*. Data collection complete.

“The State of Multi-Method Research in Marketing.” Tandy Chalmers Thomas. Target Journal: *Journal of Marketing*. Data collection in progress.

Other Presentations:

“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.

“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.

Teaching Experience:

Instructor (Undergraduate)

- Comm 336 (Consumer Behaviour), Queen’s School of Business (Winter 2012, 2013, Fall 2013, Winter 2016)
- Comm 131 (Introduction to Marketing), Queen’s School of Business (Winter 2010-2012)
- Comm 231 (Introduction to Marketing), Queen’s School of Business (Winter 2010, 2011)
- BNAD 303 (Introduction to Marketing, University of Arizona (Summer 2007)
- BAD 303 (Introduction to Marketing), University of Arizona (Summer 2006)
- Mrkt 341 (Introduction to Marketing), University of Nebraska-Lincoln (Summer 2005)

Instructor (MSc/PhD)

- MGMT 946 (Consumer Culture Theory), Queen’s School of Business (Winter 2015)
- MGMT 802 (Qualitative Research Methods), Queen’s School of Business (Winter 2014, 2015, 2016)

Workshops and Guest Lecturing:

- ‘Conducting Statistical Analyses in SPSS,’ MBA student workshop, University of Arizona (Fall 2007, Spring 2009)
- ‘Basic Statistical Analyses,’ guest lecture in undergraduate class, University of Arizona (Fall 2005)

Recitation Instructor

- Mrkt 341 (Introduction to Marketing – Two Sections), University of Nebraska-Lincoln (Fall 2004)

PhD Student Committees:

Advisor, Sheldon Koufman, Smith School of Business. (In Progress)
Committee Member, Kimberly Mosher, Queen's School of Business. (In Progress)
Committee Member, Alexander Mitchell, Queen's School of Business. (In progress)
Committee Member, Annetta Grant, Queen's School of Business. (In progress)
Committee Member, Matthew Philip, Queen's School of Business. (In progress)
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)

Masters Student Committees:

Advisor, Stevie Gregg, Queen's School of Business. (Degree Granted 2015)
Advisor, Tara Basilli, Queen's School of Business. (Degree Granted 2013)
Reader, Roni Krakover, Queen's School of Business. (Degree Granted 2013)
Reader, Andrew Smith, Queen's School of Business. (Degree Granted 2009)

Professional Activities:

Editorial Review Board:

Journal of Consumer Research (2014-Present)

Reviewer:

Journal of Consumer Research (2011 – Present)
Journal for the Association for Consumer Research (2015-present)
Consumption, Markets, and Culture (2015-present)
European Journal of Marketing (2012 - 2014)
Journal of Consumer Affairs (2014-2015)
Psychology and Marketing (2013-2014)
Marketing Letters (2013)
Canadian Journal of Administrative Sciences (2010, 2014)
Consumer Culture Theory Conference (2009, 2011, 2012, 2013, 2015, 2016)
Association for Consumer Research Conference (2007, 2010, 2011, 2013, 2015)
Junior Reviewer, Journal of Consumer Research (2008, 2009)
Asia Pacific Association for Consumer Research Conference (2011)
Society for Consumer Psychology Conference (2009, 2010)
European Association for Consumer Research Conference (2007)

Conference Program Committees:

Consumer Culture Theory Conference 2013, Tucson, AZ
Asia Pacific Association for Consumer Research Conference 2012, New Zealand
Asia Pacific Association for Consumer Research Conference 2011, China

Invited Conference Participation:

Association for Consumer Research Doctoral Consortium (2015)
Emerging Female Leaders in Marketing Conference (2015)
Association for Consumer Research Doctoral Consortium (2014)

University and Other Service:

Queen's School of Business Renewal, Tenure, and Promotion committee (2015-2016)
Queen's School of Business Faculty Board Appeals Committee, (2011-present; Acting Chair 2015)
Queen's School of Business Research Committee, (2013-2015)
Queen's School of Business Marketing Seminar Series, Organizer (2009 – 2012)
Queen's School of Business MSc student mentor for Christopher Ling (2011-2012)
Queen's School of Business MSc student mentor for Hana Irfan (2010 – 2011)
Inter-Collegiate Business Competition (ICBC), Preliminary Round Judge (2010, 2011)
Queen's School of Business Marketing Group, New Student Orientation Committee Member (2010, 2011)
Queen's School of Business Marketing Group, PhD/MSc Application Evaluation Committee Member (2010)
Queen's Case Competition, Judge (2009)
Queen's Entrepreneurs Competition, Judge (2009)
Eller College Doctoral Student Association, Marketing Department Representative (2007 – 2008)
Queen's Marketing Association Conference Challenge, Judge (2004)

Professional Affiliations:

Association for Consumer Research
Consumer Culture Theory Consortium

Media Coverage:

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, in 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-Mégantic, 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.

Community Involvement:

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

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