

June 2017

**JUDITH LYNNE ZAICHKOWSKY**

**Professor of Marketing and University Professor  
Beedie School of Business**

Simon Fraser University  
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**ACADEMIC RECOGNITION**

One of the most cited academics at Simon Fraser University with over 17,000 career cites (Google Scholar)

2016 University of Guelph, named as Notable Alumni  
<https://www.uoguelph.ca/business/notable-alumni/judy-zaichkowsky>

2015, appointed to University Professor, Simon Fraser University

Zaichkowsky, Judith Lynne (2014), "Women in the Boardroom: One can make a Difference", *International Journal of Business Governance and Ethics*, Vol. 9, No.1, 91-113. (article received world-wide press coverage and identified as a major contribution to search firms, Rosenberg Report 2015)

Recipient of the 2012 C.W. Park award for outstanding contribution to Consumer Psychology: Reimann, M., J.L Zaichkowsky, C. Neuhaus, T. Bender and B. Weber (2010), "Aesthetic package design: A Behavioral, Neural, and Psychological Investigation", *Journal of Consumer Psychology*. 20(4), 431-441. (FT45 publication)

Featured Researcher, American Academy of Advertising, Newsletter, June 2007

University of Guelph, 2003: recipient of Centenary Alumni Award for Outstanding Achievement and Contribution to Consumer Research

Dissertation publication identified as one of the top cited papers in Consumer Research: Zaichkowsky, Judith Lynne (1985), "Measuring the Involvement Construct," *Journal of Consumer Research*, 12(December), 341-352.(FT45 publication) Also one of the most influential articles in the field of advertising: cited in "Peer Evaluation and Readership of Influential Contributions to the Advertising Literature", Fred Beard, *Journal of Advertising*, Winter 2002, pp. 65-76.

**EDUCATION**

1998

Case Teaching Workshop, Ivey Business School, Canada

- 1979-1984      Ph.D. in Management  
 Graduate School of Management, U.C.L.A.  
 Major: Marketing  
 Minors: Cognitive Social Psychology, Statistics  
 Dissertation Title: "Conceptualizing and Measuring  
 the Involvement Construct in Marketing" (dissertation won  
 awards from the Academy of Marketing Science and the American  
 Psychological Association)
- 1974-1976      Master of Science  
 Department of Consumer Studies  
 University of Guelph, Canada  
 Major: Consumer Behavior  
 Thesis Title: Agency Complainers:  
 Their Demographic Characteristics, Consumer  
 Attitudes and Personality Profiles
- 1969-1973      Bachelor of Home Economics  
 University of British Columbia, Canada

### **UNIVERSITY WIDE SERVICE (Simon Fraser University)**

Philosopher's Café January 7<sup>th</sup>, 2015 "Should Vancouver Tax Empty Homes"  
 Philosopher's Café May 4<sup>th</sup>, 2015 "Should Canada Stamp Exit Passports"  
 University Appointments Committee 2014-5  
 University Faculty College 2013-4  
 University Salary Appeals Committee: 2013-4  
 President Academic Women SFU 2002-2008  
 Member of the Board of Governors, Simon Fraser University 2005-2010  
     Member of the Finance Committee  
     Member of the Advancement and Advisory Committee  
     Member of the Media and Communications Advisory Committee  
 University Committee on Salary Appeals 1990, 2008  
 University Publication Committee 2007-8  
 University SSHRC evaluation Committee 2007-8  
 University Search Committees: VP Academic 2000  
     VP External Relations 1999  
     Dean Grad Studies 1993  
     VP Academic 1991  
 Senate Graduate Studies Committee 1998 to 2005  
 Graduate Appeals Committee 1995-2005  
 Senate Committee on University Priorities 2000/2001  
 Senate Library Committee 2003  
 Senate Member 2000-2003  
 Graduate Committee on International Development 2003  
 Sterling Prize for Research, 2001-2  
 Convocation Marshall 1989-present

## **FACULTY OF BUSINESS SERVICE (Simon Fraser University)**

|                      |  |
|----------------------|--|
| 2015-2016            | Associate Dean, Faculty Development and Research   |
| 2017-8               |  |
| 2014-5;2008-9        | Tenure and Promotion Committee   |
| 2013-4               | Nominations Committee  |
| 2012- 2014           | Director Beedie Field School, (Berlin 2013, 2014)  |
| 2007-2008            | Research Director, Faculty of Business Administration  |
| 1990-1998, 2006-2008 | Area Coordinator, Marketing, in charge of course scheduling and hiring, and all other related duties.  |
| 1998-2002            | Faculty Graduate Studies Chair and Director, Specialist MBA Program: Approximately 120 students: increased program efficiency in a fiscally responsible manner. Moved program from 14 <sup>th</sup> to 5 <sup>th</sup> to 4 <sup>th</sup> in Canadian Business School rankings |
| 2000 Sept-May 2001   | Academic Director, Graduate Diploma in Business Administration   |

## **PROFESSIONAL EXPERIENCE**

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|--------------|--|
| 2017         | Visiting Distinguished Professor International University Of Monaco and INSEEC                   |
| 2010-2011    | Professor of Marketing and Communications, Copenhagen Business School.                           |
| 1993-2009    | various visits Copenhagen Business School, taught in the Marketing Doctoral seminar              |
| 2002/03/04   | Visiting Professor, H.E.C. France  |
| 2000/01/02   | Visiting Professor, ESCEM, Tours, France   |
| 1995         | Visiting Professor, INSEAD, Fontainebleau, France  |
| 1995-present | Professor of Marketing, Simon Fraser University, Canada  |
| 1991         | Visiting Associate Professor, University of Technology, Sydney                                   |
| 1991         | Visiting Scholar, University of California, Los Angeles  |
| 1990         | Visiting Associate Professor, University of British Columbia, Vancouver, taught Doctoral seminar |
| 1990-1995    | Associate Professor of Marketing, Simon Fraser University, Canada                                |
| 1985-1990    | Assistant Professor of Marketing, Simon Fraser University, Canada                                |

|           |  |
|-----------|--|
| 1984-1985 | Assistant Professor of Marketing, The American University, Washington, D.C.  |
| 1984      | Visiting Scholar, University of British Columbia, Vancouver  |
| 1983      | Teaching Assistant, Behavioral Research Methods Department of Psychology, UCLA, Los Angeles                              |
| 1979-1982 | Research and Teaching Assistant Department of Marketing, UCLA, Los Angeles   |
| 1977-1978 | Research Associate, Department of Marketing Lecturer, School of Home Economics University of British Columbia, Vancouver |
| 1977      | Researcher, Consumer and Corporate Affairs, Ottawa, Canada   |
| 1974      | Secondary Education Teacher, Vancouver School Board, B.C.  |
| 1973      | Head of Galley, The Flint School stationed at La Napoule, France   |

## TEACHING INTERESTS

Third year Classes in Consumer Behaviour

Fourth Year Classes: New preps in Strategic Brand Management; Services Marketing and Retailing. All fourth year classes work in groups on projects with local businesses, collect data from customers, and then present their findings to the company management. See: Zaichkowsky, Judith Lynne, Myles Parlee and Jeanette Hill (2010), "Managing Industrial Brand Equity: Developing Tangible Benefits from Intangible Assets", *Industrial Marketing Management*. 39, 776-783.

Fourth Year Field School: Developed course "Retailing Berlin" based on understanding how our emotions and actions are a result of what we sense from the environment and how the environment is controlled by business.

MBA Classes: Consumer Behaviour, Research Methods, Brand Management

EMBA: Marketing Management

PhD classes: Research Methods

## RESEARCH INTERESTS

Product Design, Counterfeit Goods, Retail Environments

## BOOKS

Solomon, Michael, Judith Lynne Zaichkowsky, and Rosemary Polegato (1999, 2001, 2004, 2007, 2010) *Consumer Behavior: A Canadian Perspective, 5<sup>th</sup> ed*, Pearson Canada Publishers, Toronto, (achieved number one textbook in the Canadian Market with 85 percent market share)

Zaichkowsky, Judith Lynne (2006). *The Psychology Behind Trademark Infringement and Counterfeiting*. Laurence Erlbaum, New Jersey. ( Reviewed in *Journal of Marketing* (2007) on-line)

Laurent, Gilles, Dwight Merunka and Judy Zaichkowsky, editors, *Marketing Communications and Consumer Behavior 2003*, Lalonde Seminar, 20<sup>th</sup> International Research Seminar in Marketing, June 11-13, 2003, Lalonde des Maurs, France.

Zaichkowsky, Judith Lynne, *Defending Your Brand Against Imitation: Consumer Behavior, Marketing Strategies and Legal Issues*, Quorum Books, 1995, Westpoint, Connecticut. (Second printing 1996)

### **JOURNALS EDITED**

Special Issue: Communications and Consumer Behavior (2005). *Journal of Business Research*, (with Gilles Laurent), Vol. 48, Issue 10. October.

Special Issue on Involvement, (1993) *Psychology and Marketing*, Vol. 10, No. 4.

### **BOOK REVIEWS**

Zaichkowsky, Judith Lynne (2008) Marketing Metaphoria: what Deep Minds Reveal about The Minds of Consumers, Gerald Zaltman and Lindsay Zaltman, Harvard Business Press, for *Journal of Marketing* 2008.

Zaichkowsky, Judith Lynne (2002), The Why of Consumption, *Journal of the Academy of Marketing Science*, Vol. 30, No. 2, April.

### **REFEREED PUBLICATIONS WITH REPRINTS**

- 1) Naja, Maya, Judith Lynne Zaichkowsky, Art Dykstra, and Joel Bree, (2014), "Investigating The Use Of Scent In A Medical Service Environment", *Journal of Marketing Development and Competitiveness*, Volume 8(1),

Reprinted in

(2015) *Ideas in Marketing: Finding the New and Polishing the Old*, Springer International Publishing, pp.615-616

- 2) Allen, Laurie and Judith Lynne Zaichkowsky, (2004), "Understanding Consumer Confusion on-line", in *Developments in Marketing Science*, Proceedings, Academy of Marketing Science, 5pp.

Reprinted as:

Allen, Laurie and Judith Lynne Zaichkowsky (2015) Understanding Consumer Confusion On-line\* in *Assessing the Different Roles of Marketing Theory and Practice in the Jaws of Economic Uncertainty*, Harlem Spotts ed. Developments in Marketing Science: Proceedings of the Academy of Marketing Science, pp 39-44

- 3) Reimann, M., J.L Zaichkowsky, C. Neuhaus, T. Bender and B. Weber (2010), "Aesthetic package design: A Behavioral, Neural, and Psychological Investigation", *Journal of Consumer Psychology*. 20(4), 431-441.

Article selected to be included in the special virtual issue of JCP (2012) that celebrates JCP's 20th anniversary. The article was selected as the high impact article from its volume (year 2010) based on a variety of criteria including citations and download volume.

- 4) Zaichkowsky, Judith Lynne (1985), "Measuring the Involvement Construct," *Journal of Consumer Research*, 12(December), 341-352. \* article is one of the top cited articles in marketing.

Reprinted (French) in

Zaichkowsky, Judith Lynne (2000), "Measuring the Involvement Construct" in *Consumer Behaviour: Presentation of Selected Articles*, Joel Bree ed., Econometrica, France.

- 5) Wilke, Ricky and Judith Lynne Zaichkowsky (1999), "Brand Imitation and Its Effects on Innovation, Competition, and Brand Equity", *Business Horizons*, (November-December), Vol. 42, No. 6, 9-18.

Reprinted (Dutch) in

Wilke, Ricky and Judith Lynne Zaichkowsky (2000), Merkimitatie: het effect op innovatie, concurrentie en brand equity, *Marketing Wise*, nummer 1, 77-89.

- 6) Hawrysh, Brian Mark and Judith Lynne Zaichkowsky (1990), "Cultural Approaches to Negotiations: Understanding the Japanese," *International Marketing Review*, Vol. 7, No. 2, 28-42.

Reprinted in

Hawyrsh, Brian Mark and Judith Lynne Zaichkowsky (1991), "Cultural Approaches to Negotiations: Understanding the Japanese," *European Journal of Marketing*, pp. 40-54.

- 7) Zaichkowsky, Judith Lynne (1991), "Consumer Behavior: Yesterday, Today, and Tomorrow," *Business Horizons*, (May/June) Vol. 34, No. 3, 51-58.

Reprinted in

Zaichkowsky, Judith Lynne (1997), "Consumer Behavior: Yesterday, Today, and Tomorrow," in *97-98 Annual Editions of Marketing*, 19th Ed., John E. Richardson, editor. The Duskin Publishing Group, Inc., Guilford, CT. 120-128.

Zaichkowsky, Judith Lynne (1996), "Consumer Behavior: Yesterday, Today and Tomorrow," in *96-97 Annual Editions of Marketing*, 18th Ed., John E. Richardson, editor. The Duskin Publishing Group, Inc., Guilford, CT. 124-131

Zaichkowsky, Judith Lynne (1995), "Consumer Behavior: Yesterday, Today and Tomorrow," in *95-96 Annual Editions of Marketing*, 17th Ed., John E. Richardson, editor. The Duskin Publishing Group, Inc., Guilford, CT. 132-139.

Zaichkowsky, Judith Lynne (1994), "Consumer Behavior: Yesterday, Today and Tomorrow," in *94-95 Annual Editions of Marketing*, 16th Ed., John E. Richardson, editor. The Duskin Publishing Group, Inc., Guilford, CT. 127-134.

Zaichkowsky, Judith Lynne (1993), "Consumer Behavior: Yesterday, Today and Tomorrow," in *93-94 Annual Editions of Marketing*, 15th Ed., John E. Richardson, editor. The Duskin Publishing Group, Inc., Guilford, CT. 113-120.

## REFEREED ARTICLES

- Zaichkowsky, Judith Lynne, (2015), Review and Reply to "Why you must use my C-OAR-SE Scale", *Australasian Marketing Journal*, Vol. 23, 261-262.
- Thomsen, Thyra Thu and Judith Lynne Zaichkowsky (2015) "Gifting from the Closet: Thoughtful or Thoughtless?", *Journal of Consumer Marketing*, Vol. 32, No. 6, 450-8.
- Zaichkowsky, Judith Lynne (2014), "Women in the Boardroom: One can make a Difference", *International Journal of Business Governance and Ethics*, Vol. 9, No.1, 91-113. (article received world-wide press coverage and identified as a major contribution to search firms, Rosenberg Report 2015)
- Naja, Maya, Judith Lynne Zaichkowsky, Art Dykstra, and Joel Bree, (2014), "Investigating The Use Of Scent In A Medical Service Environment", *Journal of Marketing Development and Competitiveness*, Volume 8(1), 8pp
- Tang, Felix, Vivian Tian and Judith Lynne Zaichowsky, (2014) "Understanding Counterfeit Consumption, *Asia Pacific Journal of Marketing and Logistics*, Vol 26, (1), pp. 4-20. (lead article).
- Reimann, Martin, Raquel Castano, Judith Lynne Zaichkowsky, and Antoine Bechara (2012), "Novel versus familiar brands: An Analysis of Neurophysiology, response latency, and choice, *Marketing Letters*, Vol. 23(3), (September) 745-759.
- Reimann, M., R. Castano, J.L. Zaichkowsky and A. Bechara (2012) "How we relate to brands: A Psychological and Neurophysiological insights into Consumer-Brand Relationships", *Journal of Consumer Psychology*. Vol. 22, No. 1 (January), 128-142.
- Naja, Maya, Joel Bree and Judith Lynne Zaichkowsky, (2012), "The Use of Ambient Scent to Improve Children's Hospital Experience" *Journal of Marketing Trends*. Vol. 1, No. 8-9, 77-84.
- Kristensen, T, G. Gabrielsen, and J.L. Zaichkowsky (2012) "How valuable is a well crafted design and name brand? Recognition and willingness to pay. *Journal of Consumer Behaviour*. 11: 44-55.
- Reimann, M., O. Schilke, B. Weber, C. Neuhaus and J.L. Zaichkowsky (2011) "Functional Magnetic Resonance Imaging in Consumer Research: A Review and Application", *Psychology and Marketing*. 28(6) 608-637.
- Reimann, M., J.L Zaichkowsky, C. Neuhaus, T. Bender and B. Weber (2010), "Aesthetic package design: A Behavioral, Neural, and Psychological Investigation", *Journal of Consumer Psychology*. 20(4), 431-441.
- Zaichkowsky, Judith Lynne, Myles Parlee and Jeanette Hill (2010), Managing Industrial Brand Equity: Developing Tangible Benefits from Intangible Assets", *Industrial Marketing Management*. 39, 776-783.

- Zaichkowsky, Judith Lynne (2010), Strategies for Distinctive Brands, *Journal of Brand Management*, 17(8) 548-566.
- Hansen, Torben, Ricky Wilke and Judith Lynne Zaichkowsky (2010), "Managing Consumer Complaints: Differences and Similarities Among Heterogeneous Retailers", *International Journal of Retail and Distribution Management*, 38(1), 6-23.
- Gorm Gabrielsen, Kristensen, Tore and Judith Lynne Zaichkowsky (2010), "Whose Design is It Anyways?: Priming Designer and Shifting Preferences", *International Journal of Market Research*, 52(1), 1-22.
- Hansen, Torben, Ricky Wilke and Judith Lynne Zaichkowsky, (2009), "How Retailers handle Complaint Management", *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, Vol. 22, 1-20.
- Chuu, Sharon, Jennifer Chang, and Judith Lynne Zaichkowsky (2009), "Exploring Art Film Audiences," *Journal of Promotion Management*, Vol 15, ISS1-2, 212-220.
- Crader, Sumire and Judith Lynne Zaichkowsky, (2007) The Art of Marketing, in *Bricks and Mortar Retailing in the 21<sup>st</sup> Century*, Tina Lowrey, ed, Laurence Erlbaum publishers, New Jersey.
- Zaichkowsky, Judith Lynne, and Juergen Hildebrand (2005), "Watching the Game Live: The Effects of Advertising on the Spectator" in *Rejuvenating Marketing: Contamination, Innovation and Integration*, 34th Annual European Marketing Academy Conference, Bocconi, Milan, 7pp.
- Wood, Ryan and Judith Lynne Zaichkowsky, (2004), "Attitudes and Trading Behavior of Stockmarket Investors: A Segmentation Approach", *Journal of Behavioral Finance*. Vol. 5, No.3, 268-277.
- Kristensen, Tore, Gorm Gabrielsen, Ricky Wilke, and Judith Lynne Zaichkowsky (2003), "Plagiarized Design: Understanding Consumer Acceptance", *European Advances in Consumer Research*, Darach Turley and Stephen Brown, Editors, Vol.6, 42-47.
- Johns, Christy and Judith Lynne Zaichkowsky (2003), "Bidding Behavior at the Auction", *Psychology and Marketing*, April, Vol. 20(4), 303-322.
- Nia, Arghivan and Judith Lynne Zaichkowsky (2000), "Do Counterfeits Devalue the Ownership of Luxury Brands," *Journal of Product and Brand Management*, Vol. 9, No,7, 485-497. (included in 2011 Emerald Reading list Assist)
- Aurier, Philippe, Sylvie Jean and Judith Lynne Zaichkowsky (2000), "Consideration Set Size and Familiarity With Usage Context" in Stephen J. Hoch and Robert J. Meyer (eds.), *Advances in Consumer Research*, Vol. 27, Association for Consumer Research, 307-313.
- Wilke, Ricky and Judith Lynne Zaichkowsky (1999), "Brand Imitation and Its Effects on Innovation, Competition, and Brand Equity", *Business Horizons*, (November-December), Vol. 42, No. 6, 9-18.
- Wong, Angela, and Judith Lynne Zaichkowsky (1999), "Understanding Luxury Brands in Hong Kong", in B. Dubois et. al. (eds.), *European Advances in Consumer Research*, Vol. 4, Association for Consumer Research, 310-316.



- Collins-Dodd, Colleen, and Judith Lynne Zaichkowsky (1999), "National Brand Responses to Brand Imitation: Retailers versus Other Manufacturers", *Journal of Product and Brand Management*, Vol. 8, No. 2, 96-105.
- Lai, Kay, and Judith Lynne Zaichkowsky (1999) "Brand Imitation: Do the Chinese Have Different Views," *Asia Pacific Journal of Management*, Vol. 16, No.2. 179-192.
- Polegato, Rosemary and Judith Lynne Zaichkowsky (1999), "Food Shopping Profiles of Career-Oriented, Income Oriented, and At-Home Wives" *Journal of Consumer Affairs*, (Summer), Vol. 33, No. 1, 110-133.
- Crawley, Mark and Judith Lynne Zaichkowsky (1997), "Advertising in Eastern Europe with a Special Look at Poland", in *New and Evolving Paradigms: The Emerging Future of Marketing*, T. Meenaghan editor, American Marketing Association, Dublin Ireland, June , 826-831.
- Zaichkowsky, Judith Lynne and Neil R. Simpson (1996), "The Effect of Experience with a Brand Imitator on the Original Brand," *Marketing Letters*, Vol. 7, No. 1, 31-39.
- Hupman, Roberta and Judith Lynne Zaichkowsky (1995), "Brand Imitation and the Consumer: An Ethical Perspective," in *European Advances in Consumer Research*, Vol. 2, Fleming Hansen (ed.), Association for Consumer Research, Provo, UT, 418-424..
- Hupman, Roberta and Judith Lynne Zaichkowsky (1995), "Cues Used in Self-Reports of Judgment of Brand Similarity," in *Consumer Psychology Vol. 2*, Scott MacKenzie and Doug Stayman, editors, Proceedings of the Society for American Psychological Association, 28-34.
- Zaichkowsky, Judith Lynne (1994), "The Personal Involvement Inventory: Reduction, Revision, and Application to Advertising," *Journal of Advertising*, (December), Vol. 23, No. 4, 59-70.
- Polegato, Rosemary and Judith Lynne Zaichkowsky (1994), "Family Food Shopping: Comparison of Strategies Used by Husbands and Wives," *Journal of Consumer Affairs*, (Winter), Vol. 28, No. 2, 278-299.
- Zaichkowsky, Judith Lynne and Padma Vipat (1993), "Inferences from Brand Names," in *European Advances in Consumer Research*, Vol. 1, W. Fred Van Raaij and Gary J. Bamossy (eds.), Association for Consumer Research, Provo, UT, 534-40.
- Stern, Barbara and Judith Lynne Zaichkowsky (1991), "That's Entertainment: The Impact of Consumer Responses on Creative Advertising," *Australian Marketing Researcher*, (August), Vol. 14, No. 1, 68-80.
- Zaichkowsky, Judith Lynne and Deborah Patricia Sadlowsky (1991), "Misperceptions of Grocery Advertising," *Journal of Consumer Affairs*, (Summer), Vol. 25, No. 1, 98-109.
- Zaichkowsky, Judith Lynne and Lap Shing Ho (1990), "A Comparison of Grocery Advertising Allocation and Food Budget Expenditures," in John Leifeld, ed., *Marketing Proceedings 1990 Administrative Sciences Association*, Vol. 11, Part 3, 410-416.
- Zaichkowsky, Judith Lynne, and James Sood (1989), "A Global Look at Consumers' Involvement and Use of Products," *International Marketing Review*, Vol. 6, No. 1, 20-34.
- Zaichkowsky, Judith Lynne (1988), "Involvement and the Price Cue," in *Advances in Consumer Research*, Vol. 15, Michael Houston (ed.), Association for Consumer Research, 323-327.

- Sood, Jim and Judith Lynne Zaichkowsky (1987), "The Involvement of Products and Services Across Six Cultures," in *Developments in Marketing Science*, Vol. 10, Jon M. Hawes and George B. Glisan (eds.), Academy of Marketing Science, 130-134.
- Zaichkowsky, Judith Lynne (1986), "The Emotional Side of Product Involvement," in *Advances in Consumer Research*, Vol. 14, Paul Anderson and Melanie Walendorf (eds.), Association for Consumer Research, Provo UT, 32-35.
- Zaichkowsky, Judith Lynne (1986), "Conceptualizing Involvement," *Journal of Advertising*, Vol. 15, No. 2, 4-14.
- Zaichkowsky, Judith Lynne (1985), "Measuring the Involvement Construct," *Journal of Consumer Research*, 12(December), 341-352.
- Zaichkowsky, Judith Lynne (1985), "Familiarity: Product Use, Involvement or Expertise?" in Elizabeth C. Hirshman and Morris B. Holbrook (eds.) *Advances in Consumer Research*, Vol. XII, 296-299.
- MacKenzie, Scott B. and Judith Lynne Zaichkowsky (1981), "An Analysis of Alcohol Advertising Using French and Raven's Theory of Social Influence," in *Advances in Consumer Research*, Vol. VIII, Ann Arbor: Association for Consumer Research, 708-712.
- Pollay, Richard W., Judith Lynne Zaichkowsky and Christina Fryer (1980), "Regulation Hasn't Changed Advertising Much," *Journalism Quarterly*, 3(Autumn), 438-446.
- Claxton, John D., J.R. Brent Ritchie and Judith Lynne Zaichkowsky (1980), "The Nominal Group Technique: It's Potential for Consumer Research," *Journal of Consumer Research*, 7(December), 308-313.
- Zaichkowsky, Judith Lynne and John Liefeld (1977), "Personality Characteristics of Consumer Complaint Letter Writers," *Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, (ed.) Ralph L. Day, Indiana School of Business, Bloomington, 124-129.

#### **ARTICLES IN ON-LINE BOOKS**

- Zaichkowsky, J. (2013), "Motivation and self-concept", in Solomon, M.R. (ed.), *Why We Buy: Understanding Consumer Behavior*, The Marketing & Management Collection, Henry Stewart Talks Ltd, London (online at <http://hstalks.com/?t=MM1643482-Zaichkowsky>)

## ARTICLES IN BOOKS

- Zaichkowsky, Judith Lynne (2016), Visuals in Branding: The Need for Identity, Differentiation, and Emotion, in *Visuality in Design: Management and Method in Visual Organizations*, Vol.3, Tore Kristensen editor, Oxford Press. *Forthcoming*.
- Zaichkowsky, Judith, Lynne (2012), “Consumer Involvement: Review, Update, and Links to Neuroscience”, in *Handbook of New Developments in Consumer Behaviour*, eds, Gordon Foxall and Victoria Wells, Edward Elgar, UK. 523-546.
- Zaichkowsky, Judith Lynne (2011), Consumer Involvement, *Wiley International Encyclopedia of Marketing Vol. 3*, Richard Bagozzi, and Ayalla A. Ruvio ,editors, John Wiley and Sons International, 110-111.
- Crader, Sumire and Judith Lynne Zaichkowsky, (2007) The Art of Marketing, in *Bricks and Mortar Retailing*, Tine Lowry, ed, Laurence Erlbaum publishers, New Jersey.
- Zaichkowsky, Judith Lynne (2001), “British Airways Response to a Customer Under Medical Care”, in *Consumer Behaviour: Buying, Having and Being*”, Solomon, Zaichkowsky and Polegato, Prentice Hall, Toronto,
- Zaichkowsky, Judith Lynne (1990), "Students' Attitudes Toward Use of Condoms," in *Public and Non Profit Marketing: Cases and Readings*, Christopher H. Lovelock and Charles B. Weinberg (eds.), The Scientific Press, 125-32.

## OTHER PUBLICATIONS/ABSTRACTS/CONFERENCES

- Thomsen, Thyra Thu and Judith Lynne Zaichkowsky (2015) “Gifting from the Closet: A Peek Inside the Process and Thought (fullness or lessness?)” paper presented at the 2015 Lalonde Summer Conference, France.
- Thomsen, Thyra Thu and Judith Lynne Zaichkowsky (2015) “What’s Inside Your Gift Closet? Investigating the Use of Stored and (perhaps) Unwanted Items”, paper presented to the European Marketing Academy Conference, Leuven, Belgium.
- Naja, Maya, Judith Lynne Zaichkowsky, Art Dykstra, Joel Bree and, (2013), “Investigating The Use Of Scent In A Medical Service Environment, Academy of Marketing Science Conference, Monterey California, May.
- Zaichkowsky, J. Fayol-Song, L. and C. Mzahi. (2012) “Ensuring the Real Thing”, Great Lakes Conference. Chennai, India
- Reimann, M., A. Bechara, J.L. Zaichkowsky and R. Castano, (2012) “How we relate to brands: A Psychological and Neurophysiological Study of Close Brand Relationships”, Association for Consumer Research: October, St Louis. Also American Marketing Association, Chicago, 2012

- Zaichkowsky, Judith Lynne (2012), "The Challenge of Consumer Education to Combat Counterfeit Drug Consumption" *The Holography Times*, Hologram Manufacturers of India (HoMAI), March
- Reimann, Martin, Antoine Bechara, and Judith Lynne Zaichkowsky (2011), "Disentangling Affect and Memory in Consumer Choice: A Psychological and Neural Approach to Behavioral Decision Theory" Summer American Marketing Association Meetings, San Francisco, August 5-7.
- Naja, Maya, Joel Bree and Judith Lynne Zaichkowsky, (2011), "The Use of Ambient Scent to Improve Children's Hospital Experience" paper presented at the Marketing Trends Conference, Paris. Paper also accepted for presentation at Marketing Science INFORMS, Houston Texas 2011
- Reinmann, M. C. Neuhaus, B. Weber and J.L. Zaichkowsky (2010), "Aesthetic package design: A Behavioral, Neural, and Psychological Investigation", special session topic in aesthetics, EMAC, Copenhagen Business School. Also presented at Winter AMA, 2011.
- Kristensen, T, G. Gabrielsen, and J.L. Zaichkowsky (2010) "It's all in the Details: Understanding Design and Preference", 6<sup>th</sup> International Colloquium, Academy of Marketing SIG on Brand, Identity and Corporate reputation, ESADE, Barcelona, also presented at the French/German Austrian Consumer Behaviour workshop, Saarbrücken, Germany October 2010.
- Bender, T, M. Enke, M. Reimann, C. Neuhaus, B. Weber, and J. Zaichkowsky (2009), "Package, brand or price as differentiator: A functional magnetic resonance Imaging study". *World Marketing Congress*, Academy of Marketing Science, Oslo, Norway.
- Tang, Felix Tzu, Vane-Ing Tian and Judith Lynne Zaichkowsky (2008), "Understanding Counterfeit Consumption in China", *Academy of Marketing Science*, Vancouver. Also presented at ACR 2010.
- Zaichkowsky, Judith Lynne, Myles Parlee and Jeanette Hill (2008), "Managing Industrial Brand Equity: Developing Tangible Benefits from Intangible Assets", *Industrial Marketing Management Conference*, Vancouver May 2008.
- Going on the Market: Advice for Doctoral students, *Consumer Behaviour Special Interest Group Quarterly*, American Marketing Association, Summer 2007, Vol 1 Issue 2.
- Zaichkowsky, Judith Lynne, (2007), "An Update of Women Board Members by Industry", *Leaders of Change*, May/June April, p.4.
- Gabrielsen, Gorm, Tore Kristensen, and Judith Lynne Zaichkowsky, (2007) "The Value of Design", International Conference on Design Principles, London, England. paper also presented at EMAC (2007), Iceland and *Marketing Science* (2008), Vancouver.
- Lee, Janghyuk and Judith Lynne Zaichkowsky (2006), "Viral Marketing Mavericks: Capturing Word-of-Web", in C. Pechmann and Linda Price (eds.), *Advances In Consumer*

*Research*, vol. XXXIII, Association for Consumer Research Conference, San Antonio. Abstract

Zaichkowsky, Judith Lynne, (2005), "Women in the Boardroom: Further Insight as to the Challenges", *Women in the Lead Newsletter*, April, p.2.

Zaichkowsky, Judith Lynne (2005), "Using the World Wide Web as a Complaint Medium" *American Marketing Association Summer Educator's Conference*, San Francisco, abstract only.

Laurent, Gilles, and Judy Zaichkowsky (2005), Preface to the La Londe 2003 special issue: Communications and Consumer Behavior. *Journal of Business Research*, Vol. 58, No.10. 1407-1408.

Allen, Laurie and Judith Lynne Zaichkowsky, (2004), "Understanding Consumer Confusion on-line", in *Developments in Marketing Science*, Proceedings, Academy of Marketing Science, 5pp.

Allen, Laurie and Judith Lynne Zaichkowsky, (2004), "Understanding Consumer On-line Search Strategies Used to Avoid Deceptive Web Sites", CRAWs Conference, Manchester Business School, abstract only.

Zaichkowsky, Judith Lynne (2000), "Evaluating Brands From Memory: Diminishing Effects of Imitation" in Marketing for the New Millenium, Marketing Science Conference, UCLA, June 22-25, p. 120.

Collins-Dodd, Colleen and Judith Lynne Zaichkowsky (1999), "Manufacturers' Responses to Brand Imitation," paper presented to the McMaster Business Conference on Intellectual Property, Hamilton, Ontario, and published conference proceedings.

Lai, Kay, and Judith Lynne Zaichkowsky (1997), "Brand Imitation and the Chinese Societies of the PRC, Taiwan, and Hong Kong", in *Marketing and Public Policy Conference Proceedings*, Vol.7, Easwar Iyer and George Milne, (eds.), American Marketing Association, Chicago.

Wilke, Ricky and Judith Lynne Zaichkowsky (1996), "Brand Imitation and Society," in *Marketing and Public Policy Conference Proceedings*, Vol. 6, Ronald Paul Hill and Charles Ray Taylor (eds.), American Marketing Association, Chicago, 134-136.

Zaichkowsky, Judith Lynne (1990), "Measuring Abstract Constructs," in *Advances in Consumer Research*, Vol. 17, Marvin E. Goldberg, Gerry Gorn and Richard W. Pollay (eds.), Association for Consumer Research, 616-618.

Venkatasubramaniam, Ramesh and Judith Lynne Zaichkowsky (1990), "Changing Negative Attitudes," in *Proceedings and Abstracts*, Decision Sciences Institute Western Region Meeting, p.94.

Zaichkowsky, Judith Lynne and Ronald Paul Hill (1987), "High Informational Versus Low Informational Advertising Appeals: An Evaluation of Appropriateness for Low and High Involvement Products," *Division of Consumer Psychology 1986*, Joel Saegert (ed.) American Psychological Association, 141-148.

Claxton, John D., J.R. Brent Ritchie, Pierre Filiatrault, Judith Lynne Zaichkowsky, and Michel Zins (1978), *An Annotated Bibliography: Prepurchase Search and Information Processing*, Consumer Research Branch, Consumer and Corporate Affairs, Ottawa, Canada.

Fryer, Christina J., Richard W. Pollay and Judy Zaichkowsky (1977), "The Information Content of Television Advertising: A Cross Cultural and Longitudinal Study," *American Institute for Decision Sciences*.

### **CONFERENCE PRESENTATIONS: No Publications**

American Marketing Association 2017, The Bright side and the Dark side of Consumer Ethics, with Felix Tang, and Lawrence Ho

Alvaro, Celeste, and Judith Lynne Zaichkowsky (2001), "The Effects of Color on Brand Identification", Division 23, APA Conference, San Francisco.

Johns, Christy, and Judith Lynne Zaichkowsky (2001), "Bidding Behavior at the Auction", Division 23, APA Conference, San Francisco.

### **INVITED PRESENTATIONS:**

2017, Law and Society Conference, Mexico City, Invited panel member to "The Psychological Underpinnings of Intellectual property law".

2017, Keynote speaker, Consumer Ethics Conference, Hang Seng Management College, Hong Kong. "The Ethics of Cultural Erosion in the Retail Sector"

2017, Invited Distinguished Professor: International University of Monaco and INSEEC, Counterfeit sales on the Internet: The special case of Credence Products; Cultural Erosion in Retail due to Globalization; Managing Your publishing career.

2015, Counterfeit Consumption: The Special Case of Drugs, Presentation to the University of the Fraser Valley, March

2014, Presentation to SPACT: Security Printing and Anti-counterfeiting Technology research group, South Dakota.

2014, Keynote speaker, European Marketing Academy, Valencia Spain, Climber Community "My Life as an Academic"

2014, Star Speaker Seminar Series, Bocconi Milan, Counterfeit Consumption

2012, Tours, France, "The case of Counterfeit Consumables", The France Business School workshop, November.

2012, BCAIM, Four Season's Hotel, Luncheon Speaker, "What's new in Marketing" January

2011, invited Keynote speaker, “Advertising: The people who create it; the academics who study it; and the reality of Google Analytics” ICORIA (European Advertising conference) Berlin, June 24.

2011, Oxford University, Platform for Intellectual Exchange

2011, Freie University Berlin, Art of Marketing

2011, University Of Nancy, It’s all in the Details: Design and Willingness to pay.

2010, MBA Alumni speaker, Copenhagen Business School “Strategies for Distinctive Brands” September

2009, Professional Marketing Research Association, Vancouver chapter, luncheon speaker November: ”Whose Design is It Anyways?: Priming Designer and Shifting Preferences”,

CMA workshop, “Strategies to be Distinctive, Segal Building, December 1, 2008.

2008 NeuroPsychoEconomics Conference , Keynote Speaker, Munich, Germany, October 9/10<sup>th</sup>. “Research Ideas using the FRMI and the Personal Involvement Inventory (PII).”

Symposium on Trademark Dilution, Santa Clara University, Law Institute for High Tech Intellectual Property, October 5, 2007, “Explaining Dilution through Balance Theory”

MARQUES September 2007, European Association of Trademark Owners Conference, Porto, Portugal: “Needing to be Loved: The Role of Brands and Logos”

Invited Keynote Speaker “Creating Distinctive Brands”, Start-a-Bank, Toronto, November, 2007

“The Art Of Marketing”:

Chinese Women’s Entrepreneur Association March, 2007, Vancouver, B.C.

Frie University of Berlin, November 2003

University of Viadrina, Frankfurt, Oder, November 2003

Invited keynote speaker, Second International Conference on Communication and Branding, Sao Paulo, Brazil. September 2005.

Distinguished keynote speaker for Marketing at the 2001 Canadian Administrative Sciences Conference, Ivy School of Business, London, Ontario. May 26-28.

“Strategies for Distinctive Brands”

University of Frieberg, Germany, December 2011

University of Southern Denmark, Esbjerg December 2011

Frie University of Berlin, January 2006

University of Viadrina, Frankfurt, Oder, January 2006

FGV-EASP Brazil, September 2005

“Plagiarized Designs: Understanding Consumer Acceptance”

- a) University of Tours, France January, 2003;
- b) University of Hawaii February, 2003;
- c) Professional Marketing Research Conference, Vancouver March, 2003
- a) H.E.C. Paris, January 2004

“Publishing in Marketing Journals”, “Brand Imitation”, presented to FOLAB participants, November 1999, Norwegian School of Management, Oslo.

“Brand Imitators versus Distinctive Brands and their Effect on Competitive and Original Brands”

- a) University of Georgia (1997)
- b) Special Session, American Marketing Association, Winter meetings, Florida (1997)

“Brand Imitation and the Chinese” (1996) presented at

- a) The Copenhagen Business School
- b) Paderborn University, Germany
- c) Technical University of Berlin
- d) The University of British Columbia
- e) Queen’s University (1997)

"The Effect of Experience with a Brand Imitator on the Original Brand," paper presented at

- a) Norwegian School of Management 1999
- b) U Vic, 1995
- c) SFU, 1994
- d) UBC, 1994
- e) Catholic University of Leuven, Belgium, 1993
- f) INSEAD, France, 1993
- g) Copenhagen Business School, 1993
- h) University College of the Cariboo, 1993

"Advertising as Entertainment" and "Inferences from Brand Names", papers presented at

- a) AGB Research, Brisbane, Australia, October 1991;
- b) Australian Graduate School of Management, Sydney, Australia, 1991;
- c) University of Western Australia, Perth, Australia, 1991;
- d) University of Technology, Sydney, Australia, 1991;
- e) UCLA Marketing Workshop Series, February 1991.

"Brand Imitation in the Marketplace," keynote speaker, Canadian Federation of Home Economists, Annual Conference, Victoria, B.C., 1997.

"Brand Name and Product Involvement," invited speaker to INSEAD (International Institute for Business Administration), Fontainebleau, France, March 19, 1990.

"The Consumer in the 1990's," invited speaker to Consumer and Corporate Affairs Canada Annual Western Meetings, Vancouver, June 1989.

"Misperceptions in Advertised Specials," paper presented to Home Economists in Business, Vancouver, March 1989.



"Advertising in the Grocery Store," paper presented to UBC workshop series, September 1988.

"Looking at Product Use," paper presented at UBC Workshop Series, February 1988.

"Rational Versus Emotional Advertising," paper presented at Pennsylvania State University, Marketing Workshop Series, May 1986.

"Product Involvement Across Cultures," with Jim Sood, paper presented at the European Marketing Academy Meetings, Helsinki, June 1986.

"The Relevance of Measuring Involvement," invited speaker to Professional Marketing Research Society, Robson Square Media Centre, Vancouver, May 1986.

"Measuring Involvement," invited seminar series speaker at Queen's University, March 1985.

Dissertation presented at the 1985 Academy of Marketing Science Meetings, Miami, May 1985.

"Low and High Involvement Product Categories and Differing Advertising Appeals," invited paper to the American Psychological Association Conference, Division 23, August 1985.

### **ACADEMIC HONORS AND AWARDS**

SSHRC Grant 2000 of \$78,000 to study Brand Imitation

Royalties from Dissertation, 1986, 1987

Van Dusen Grant, 1995

SSHRC Grant, 1986, 1994, 1998, 2005

President's Research Grant, SFU, 1986

Two Awards for Dissertation:

a) Academy of Marketing Sciences

b) Consumer Psychology

Research Fellowship, The American University, 1984

Canada Council Doctoral Fellowship, 1981-1983

Mary Clarke Scholarship, 1981

Alpha Mu Alpha, Marketing Honorary Society

Beta Gamma Sigma, UBC Award for Scholastic Achievement, 1973

### **PROFESSIONAL ACTIVITIES**

2017 Invited Guest and Co-Chair, Symposium of Business Ethics, Hang Seng Management College, Hong Kong; also co-editor Special issue Asia Pacific Journal of Marketing and Logistics

2017 Judge for new product ventures U.B.C.

2016: Co-chair and host for the Symposium on Luxury International University of Monaco. Scientific committee on program creation.

2014-7 Elected to the Executive Committee for the European Marketing Association as the Canada representative.

Reviewer Marketing Science Doctoral Dissertation Competition 2013

Track Co-chair, Consumer Behaviour, Academy of Marketing Science Conference, Monterey California 2013

CBC Radio, six Christmas interviews across Canada 2012

Member of the EMAC 2012 Doctorial Colloquial, Consumer Behaviour track

Faculty Host, Copenhagen Business School Case Competition 2011, 2012

Conference Chair and Discussant: about every conference that I have attended or presented a paper at in the past years.

Judge, B.C. Credit Union Innovation Awards, 2006

Panel Member "Building Foundations for Career Success" Accenture Consulting, Vancouver July 14, 2005.

Conference Committee, BCAMA, Vision 2005.

Coach, MBA International Case Competition, Concordia, Montreal, 1999,2005

Conference Committee, 3<sup>rd</sup> International Conference on Research in Advertising, June 6-8, Oslo, Norway, 2004.

Quality Assessor and Review Panel Member, Ontario Ministry of Training, Colleges and University, "Bachelor of Arts, Creative Advertising" Humber College Institute of Technology and Advanced Learning. April 2004., 2007

Conference Co-Chair (with Gilles Laurent) 29th International Research Seminar in Marketing, organized in la Londe les Maures in June 2003. This includes co-guest editing an associated special issue of the Journal of Business Research.

Conference Chair, American Psychological Association, Division 23, "Consumer Psychology", San Francisco, 2001.

Hosted "Marketing Then and Now" Conference at Simon Fraser University April 24-27, 2001. This conference brought together greats in the field of marketing who presented their award winning publications and assessed the impact of these papers on the field. Sessions were taped for web casting so doctoral seminars around the world will be able to view these presentations.

Member of Academic Advisory Board for FOLAB, Norwegian School of Management, Oslo, Norway

Discussant, Session Chairperson, and reviewer for Association for Consumer Research, American Marketing Association, Society for Consumer Psychology, American Advertising Academy, and other conferences since 1985.

Guest Editor: *Psychology and Marketing*, Vol. 9, 1993, "Psychology, Marketing and the Concept of Involvement".

Member of the Editorial Advisory and Review Board:

*Marketing Letters*  
*Journal of Neuroscience, Psychology and Economics*  
*Journal of Asia Pacific Marketing and Logistics*  
*Journal of Promotion Management*  
*Psychology and Marketing*

Reviewer: *Journal of Retailing*  
*Journal of Consumer Psychology*  
*Psychological Reports: Perceptual and Motor Skills*  
*International Marketing Review*  
*Journal of Public Policy and Marketing*  
*Journal of Marketing Research*  
*International Journal of Marketing Research*  
*Journal of Marketing*  
*Journal of Consumer Research*  
*Journal of Leisure Research*  
*and other Journals, also SSHRC*

*Review approximately 50 articles each year for conferences/journals*

Faculty Advisor: American Marketing Association Student Chapter. SFU awarded Chapter of the Year 2000. They beat out over 200 other entrants. This is the first time they entered the contest and it is the first time a non-US school has won this honour.

Member: Board of Directors for B.C. Chapter of the American Marketing Association, 1986-1987

## **CONSULTING ACTIVITIES**

Alberta and Ontario Ministries of Education: Program Assessments

Consultant and Expert Witness to various Law firms and manufacturers around the world dealing with trademark and branding issues

Prepared and delivered three hour seminar on factor analysis for Professional Marketing Research Society, Vancouver, June 1996

Retained as the Expert Witness for the National Hockey League in their lawsuit against Pepsi, 1990-1992

Advertising consultant for Boss Industries, 1990 and Involvement Marketing inc 1996

## **MASTER'S THESES**

|                      |   |      |
|----------------------|---|------|
| Lin Percevil<br>EMBA | "Survey of Public Relations Professionals<br>in B.C." | 1986 |
| Pat Glencross        | "A Comparison Between Traditional and                 | 1987 |

|  |   |      |
|--|---|------|
| EMBA                                     | Innovation Food Production Facilities”  |      |
| Ramesh Venkatasubramaniam<br>MBA         | "Changing Negative Attitudes"   | 1988 |
| Padma Vipat<br>MBA                       | "What's in a Brand Name"  | 1989 |
| Debbie Sadlowsky<br>MBA                  | "The Consumers' View of Price Information”  | 1989 |
| Anna Iucolino<br>EMBA<br>Linda Sanderson | "Feasibility Study for a Custom Made Women's Shoe Manufacturing Retail Outlet in the Greater Vancouver Area”                  | 1990 |
| Richard Simpson<br>MBA                   | "The Effects of Brand Imitation on the Original Brand"  | 1993 |
| Roberta Hupman<br>MBA                    | "Consumers' Perceptions of Brand Imitators”   | 1993 |
| Mark Crawley<br>MBA                      | “An Analysis of Advertising in Eastern Europe: Changes in Polish Advertising”   | 1995 |
| Kay Lai*<br>MBA                          | “The Attitudes and Perceptions Toward Brand Imitation Among the Three Main Chinese Societies — the PRC, Taiwan and Hong Kong” | 1996 |
| Gary Renwick<br>MBA                      | “Marketing Applications of Expert Systems”  | 1996 |
| Rosanna Mau<br>MBA                       | “The Impact of Acculturation on Decision Making”  | 1997 |
| Angela Wong*<br>MBA                      | “Understanding Luxury Brands in Hong Kong”  | 1998 |
| Arghy Nia<br>MBA                         | “Do Counterfeits Devalue the Ownership of Original Luxury Brands”   | 1998 |
| Juergen Hildebrand<br>MBA                | “Sponsorship and the Spectator”   | 1998 |
| Christy Johns<br>MBA                     | “The Effects of Competition on Bidder Behaviour at Auctions”  | 1999 |

|                                       |  |              |
|---------------------------------------|--|--------------|
| Urmi Aneja<br>MBA                     | “A Typology of Private Label Products and Purchasers”  | 1999         |
| Eric Larocque**<br>MBA                | “Are Quebec’s Values Closer to France or English Canada’s Values?”   | 1999         |
| Art Dykstra<br>MBA                    | “Making Scents out of Olfaction: How the Sense of Smell Impacts Consumer Behaviour in a Service Environment” | 1999         |
| Arunne Sujeerayothin<br>MBA           | “Internal Store Environment and its Impact on Consumer Purchasing Behaviour”                                 | 2000         |
| Sharon Chuu<br>MBA                    | “Exploring the Value of Art Film Audiences”  | 2001         |
| Aaron Gertzen<br>MBA                  | “The Effectiveness of Tiger Woods as an Endorser”  | 2001         |
| Marco Doering<br>MBA                  | “How Product Uncertainty Affects Consumer’s Willingness Purchase over the Internet”                          | 2001         |
| Ryan Wood<br>MBA                      | “Segmenting the Investment Market”   | 2001         |
| Shane Sondermann                      | Consumer Acceptance of Fuel Cell Vehicles  | 2002 MBA     |
| Laurie Allen                          | “Understanding Consumer On-Line Search”  | 2003 MBA     |
| Geetika Bagga                         | “The Role of Children in Parental Acculturation”   | 2004 MBA     |
| Leo Oppenheimer                       | “Brewing With Distinction: Quality labels”   | 2008 MOT MBA |
| Fie Thomsen                           | “Adventure Tourism: Silver Star”   | MSc 2011     |
| Anette Veidung                        | “Aesthetic packaging of Bottled water”   | MSc. 2011    |
| Maria Jacobsen and Christina Sorensen | “the Organic Food market”  | MSc 2011     |
| Silvia Stosova                        | “Electric Vehicle Acceptance”  | MSc 2011     |
| Vittorio Pennazio and Seren Corolo    | “Brand Equity in Football Clubs”   | MSc 2011     |

\* *award winning* paper at Queen’s Far Horizon’s Business conference

\*\* thesis selected as Simon Fraser University’s entrant to the Western Association of Graduate Schools thesis award 2000

**External Examiner**

2015 Ms. TununNkunya      Masters of Communication  
 Universiti Tunku Abdul Rahman, Malaysia

“Enhancing the Effectiveness of Tobacco Package Warning labels: An Elaboration  
 Likelihood Perspective”

2016 Mohammad Akbar      Masters of Science in Management, University of Lethbridge

“Reconceptualizing Brand Authenticity and Validating its Scale”

**PH.D. THESES****External Examiner:**

Ross Saunders      "Low Involvement      1992  
 University of Port Elizabeth      Consumer Research"  
 Republic of South Africa

Yael Steinhart      2006  
 Tel Aviv University  
 Israel      How does the Combined Effect of the Antecedents of Consumer  
 Involvement Determine its Degree? An Application to  
 Financial Services

Monali Hota  
 Sydney Graduate School of Management  
 Australia      The Relative Influence of Consumer Socialization Agents on Children  
 and Adolescents      2006

Nguyen Tien Thong      Preference and Demand for Blue Mussels      2010  
 University of Southern  
 Denmark

Yingkui Yang      An Investigation of Green Consumer Behavior      2010  
 University of Southern      and Energy Consumption  
 Denmark

Francine Garlin      Influences on Consumer Decision making Self Efficacy:      2013  
 University of      A Mixed Methods Approach  
 Western Sydney

**Phd Chair:**

Lynn Kahle      Experiential Discourse in marketing      2012

**PhD. Committee Member:**

|  |      |
|--|------|
| Celeste Alvaro PhD Psychology, Stereotype Activation in Advertising:<br>Implications for Consumer Research | 2004 |
| Garth Maquire, PhD Special Arrangements  | 2005 |

**EXTERNAL REVIEWER FOR TENURE AND PROMOTION**

University of Queensland, Brisbane (1993).  
 University of New Mexico, Albuquerque (1994).  
 York University, Toronto (1995).  
 University of Illinois, Carbondale (1995).  
 Boston University (1996).  
 Rensselaer Polytechnic Institute, New York (1997).  
 York University, Toronto (1999).  
 University of Manitoba, (2002)  
 Rutgers University (2003)  
 University of Hawaii (2005)  
 University of Dalhousie, Halifax (2006)  
 York University, Toronto (2007)  
 Bar-Ilan University, Israel (2008)  
 University of Albany, New York (2010)