

H. Onur Bodur

CONTACT INFORMATION:

Professor of Marketing
Marketing Department
John Molson School of Business (JMSB)
Concordia University
1455 de Maisonneuve Blv. West
Montreal, QC H3G 1M8

Email: onur.bodur@concordia.ca
Tel: (514) 848-2424 (ext.2903)
Fax: (514) 848-4554



EDUCATION:

Ph. D. Marketing (Minor: Statistics), Virginia Tech, Blacksburg, VA	2000
Supervisors: Neeraj Arora and Kent Nakamoto	
M. S. Marketing, Virginia Tech, Blacksburg, VA	1996
B. A. Business Administration, Boğaziçi (Bosphorus) University, Istanbul	1994

PROFESSIONAL EXPERIENCE:

Professor of Marketing, JMSB, Concordia U., Montreal, Canada	2018 – ...
Graduate Program Director, MSc Marketing,	2020 – 2022
Director, Center for Multidisciplinary Behavioural Business Research, JMSB, Concordia University	2011 – 2015
Associate Professor of Marketing, JMSB, Concordia U., Montreal, Canada	2005 – 2018
Assistant Professor of Marketing, John Molson School of Business, Concordia University, Montreal, Canada	2000 – 2005
Visiting Professor (Marketing), University of Wisconsin-Madison	2008 (Spring)
Visiting Professor (Marketing), Bilkent University, Ankara, Turkey	2007 (Fall)
Visiting Professor (Marketing), Sabanci University, Istanbul, Turkey	2007 (Spring)
Visiting Professor (Marketing), McGill University, Montreal, Canada	2006 (Fall)
Instructor (Marketing), Virginia Tech	1996 – 2000

ACADEMIC INTERESTS:_____

- Sustainability and ethics
- Socially responsible consumption and marketing practice
- Visual attention in retail environment
- Consumer responses to price and price information

HONORS AND AWARDS:_____

Dean's Award for Distinguished Scholarship, Established Scholar	2019
Newsmaker Recognition, Concordia U. (December)	2019
ASAC 2018 (Toronto) Best Paper Award	2018
Newsmaker Recognition, Concordia U. (January, April, December)	2016
Newsmaker Recognition, Concordia U. (April)	2015
Newsmaker Recognition, Concordia U. (November)	2014
Newsmaker Recognition, Concordia U. (September)	2013
Newsmaker Recognition, Concordia U. (October)	2012
Member of President's List of Concordia University Newsmakers	2012
JMSB Research Expo: Best Doctoral Dissertation Award with Deny Bélisle	2009
Dean's Award for Teaching Excellence (Nominee)	2009-2010
Dean's Award for Teaching Excellence (Nominee)	2008-2009
Beta Gamma Sigma Honour Society Initiation	2005
JMSB Distinguished Teaching Award (Nominee)	2000-2001
AMA Doctoral Consortium Fellow	1999
Sabanci Educational Foundation Fellowship	1990-1994

RESEARCH:_____

Publications in Refereed Journals (total: 26):

Impact factors based on Clarivate data

1. Kliamenakis*, Argiro, Bianca Grohmann, and H. Onur Bodur, (2025), "Build or Buy Corporate Social Responsibility? Socially Responsible Brand Acquisitions and Firm CSR Perceptions, " *Journal of Business Research*, 201 (December), open access: <https://doi.org/10.1016/j.jbusres.2025.115705>.

A (ABDC ranking), impact factor =10.5, 5-yr impact factor =11.2

*With former doctoral student.

2. Kliamenakis*, Argiro, and **H. Onur Bodur**, (2024), "Moral Self-Signaling Benefits of Effortful Cause Marketing Campaigns," *Journal of Business Ethics*, 190 (March), 371-398 (<https://doi.org/10.1007/s10551-023-05443-8>).
FT 50, A (ABDC ranking), impact factor=5.9, 5-yr impact factor =8.0.
*With former doctoral student.
3. Tezer*, Ali, **H. Onur Bodur**, and Bianca Grohmann (2023), "Execution Novelty: Improving Brand Evaluations in Cause Sponsorship," *Journal of Business Research*, 164, 114024 (<https://doi.org/10.1016/j.jbusres.2023.114024>).
A (ABDC ranking), impact factor =10.5, 5-yr impact factor =11.2
*With former doctoral student.
4. Dubois, Louis-Etienne, **H. Onur Bodur**, Jonathon Anderson, Dogan Tirtiroglu, and Frederic Dimanche (2023), "Augmenting Places: The Impact of Placemaking on Behavioral Intentions," *City, Culture and Society*, 32, 100502 (<https://doi.org/10.1016/j.ccs.2023.100502>). Citescore (2024)=4.6.

Sample media mentions:

Storeys: Real Estate News (November 16, 2022): [New Research Reveals the Impact of Creative Placemaking](#)

Canadian Architect (January 18, 2023): [Study proves positive impact of placemaking interventions](#)

5. Kliamenakis*, Argiro, Bianca Grohmann, and **H. Onur Bodur** (2023), "Consumers' Moral Licensing of Firms' CSR Transgressions," *Psychology & Marketing*, 40(4), 643-655 (<https://doi.org/10.1002/mar.21779>).
A (ABDC ranking), impact factor =8.9, 5-yr impact factor =7.9.
*With former doctoral student.
6. Tezer*, Ali, **H. Onur Bodur**, and Bianca Grohmann (2022), "When goliaths win and davids lose: The moderating role of perceived risk in brand biography effects," *Psychology & Marketing*, 39(1), 27-45 (<https://doi.org/10.1002/mar.21569>).
A (ABDC ranking), impact factor =8.9, 5-yr impact factor =7.9.
*With former doctoral student.
7. Franzen*, Léon, Corina Lacombe, Nathan Gagné, **H. Onur Bodur**, Bianca Grohmann, Aaron P. Johnson (2020), "The effects of product images and working memory load on eye movements," *Journal of Vision*, 20(11), 626 (<https://doi.org/10.1167/jov.20.11.626>).

Impact factor =2.0, 5-yr impact factor =2.0.

*With former post-doctoral student.

8. Tezer*, Ali, **H. Onur Bodur**, and Bianca Grohmann (2020), "Communicating brand biographies effectively: the role of communication source," *Journal of the Academy of Marketing Science*, 48, 712–733 (<https://doi.org/10.1007/s11747-019-00689-z>).

FT 50, A* (ABDC ranking), impact factor =9.5, 5-yr impact factor =14.6.

*With former doctoral student.

9. Tezer*, Ali and **H. Onur Bodur** (2020), "The Greenconsumption Effect: How Using Green Products Improves Consumption Experience," *Journal of Consumer Research*, 47(1), 25–39 (<https://doi.org/10.1093/jcr/ucz045>).

FT 50, A* (ABDC ranking), impact factor =5.7, 5-yr impact factor =8.6.

*With former doctoral student.

Sample media mentions:

HuffPost (Dec. 4, 2019): [Consommer des produits verts nous procurerait du bien-être](#)

Radio Canada (Dec. 5, 2019): [Looking to salve that seasonal shopping stress?](#)

MarketBusinessNews (Dec. 6, 2019): [Using green products improves consumption experience](#)

FastCompany (Dec. 12, 2019): [There's another reason to buy green products](#)

Euronews (Dec. 15, 2019): [Buying Green Might Bring You that 'Warm Glow'](#)

10. Tofighi*, Maryam, Bianca Grohmann, and **H. Onur Bodur** (2019), "Ethical Attribute and Brand Concept Congruity Enhances Brand Evaluations," *European Journal of Marketing*, 54 (1), 79-108 (<https://doi.org/10.1108/EJM-02-2018-0104>).

A* (ABDC ranking), impact factor = 3.7, 5-yr impact factor = 5.5.

*With former doctoral student.

11. Atalay, A. Selin, **H. Onur Bodur**, and Etienne Bressoud (2017), "When and How Multitasking Impacts Consumer Decisions," *Journal of Retailing*, 93(2), 187-200 (<https://doi.org/10.1016/j.jretai.2016.09.001>)

A* (ABDC ranking), impact factor = 8.0, 5-yr impact factor = 9.1.

Sample media mentions:

Consumer Affairs (Nov 16, 2016): [How multitasking can make you a worse shopper.](#)

Psychology Today (Nov. 23, 2016): [In a Store and on the Phone: A Risky Mix?](#)

Phys.Org (Nov. 15, 2016): [Too stressed to make smart purchases? Multitasking can affect shopping performance](#)

Real Simple (Nov.30, 2016). [Here's why you shouldn't multitask while shopping.](#)

Science Daily (November 15, 2016): [Too stressed to make smart purchases?](#)

Domain-B (November 16, 2016): [Too stressed to make smart purchases?](#)

12. **Bodur, H. Onur**, Maryam Tofighi*, and Bianca Grohmann (2016), "When Should Private Label Brands Endorse Ethical Attributes?" *Journal of Retailing*, 92(2), 204-217 (<https://doi.org/10.1016/j.jretai.2015.11.001>).

A* (ABDC ranking), impact factor = 8.0, 5-yr impact factor = 9.1.

*With graduate student.

Sample media mentions:

Le Devoir (R. Tamburri, January 26, 2016): [Produits vertueux cherchent consommateurs consciencieux pour relation durable.](#)

Retail Wire (May 2, 2016): [Should lower-tier private labels avoid being 'ethical'?](#)

Health Medicine Network (April 20, 2016): [Eco-friendly store brands are a win-win-win situation.](#)

13. Johnson, Aaron P., John O. Brand*, Yvette Essess, Bianca Grohmann, and **H. Onur Bodur** (2015), "Prior Knowledge of Objects Improves Efficiency During Hybrid Visual Search," *Journal of Vision*, 15(12),1362 (<https://doi.org/10.1167/15.12.1362>).

Impact factor =2.0, 5-yr impact factor =2.0.

*With graduate student.

14. Johnson, Aaron P., John O. Brand*, **H. Onur Bodur**, and Bianca Grohmann (2015), "Brand knowledge increases search efficiency during hybrid visual search," *Canadian Journal of Experimental Psychology*. Impact factor =1.1, 5-yr impact factor =0.9.

*With graduate student.

15. Grohmann, Bianca and **H. Onur Bodur** (2015), "Brand Social Responsibility: Conceptualization, Measurement, and Outcomes," *Journal of Business Ethics*, 131(2), 375-399 (<https://doi.org/10.1007/s10551-014-2279-4>).

FT 50, A (ABDC ranking), impact factor=5.9, 5-yr impact factor =8.0.

16. Tofighi, Maryam* and **H. Onur Bodur** (2015), "Social Responsibility and Its Differential Effects on the Retailers' Portfolio of Private Label Brands," *International Journal of Retailing and Distribution Management*, 43 (4/5), (<https://doi.org/10.1108/IJRDM-04-2014-0040>).

A* (ABDC ranking), impact factor =5.5, 5-yr impact factor =5.5.

**With graduate student.*

17. **Bodur, H. Onur**, Noreen Klein, and Neeraj Arora (2015) "Online Price Search: Impact of Price Comparison Sites on Offline Price Evaluations," *Journal of Retailing*, 91(1), 125-139 (<https://doi.org/10.1016/j.jretai.2014.09.003>).

A* (ABDC ranking), impact factor = 8.0, 5-yr impact factor = 9.1.

Sample media mentions:

TV Interview with P. Karwatsky @ CTV "Price Search Online," (January 6, 2016, see: <http://montreal.ctvnews.ca/video?clipId=782351>).

1-on-1 TV Interview with M. Takehashi: @ CTV "How online retail is helping stores," (April 10, 2015, see: <http://montreal.ctvnews.ca/video?playlistId=1.2321130>).

The Globe and Mail (D. Hansen) "Why some elite companies cheat to stay ahead," (January 29, 2016).

The Globe and Mail (R. Tamburri) "How online price-comparison sites affect consumer shopping habits," (April 14, 2015).

Top 10 JR Articles downloaded in the first 6 mo of online publication.

18. **Bodur, H. Onur**, Kimberly Duval*, and Bianca Grohmann (2015), "Will You Purchase Environmentally-Friendly Products? Using Prediction Requests to Increase Choice of Sustainable Products," *Journal of Business Ethics*, 129(1), 59-75 (<https://doi.org/10.1007/s10551-014-2143-6>).

FT 50, A (ABDC ranking), impact factor=5.9, 5-yr impact factor =8.0.

**With graduate student.*

Sample media mentions:

USA News (US); e! Science News (US); Waste Dive (US); Science Daily(US); News (US); The Needs (US); Phys Org(US); Science Codex (US); Click Green (US); Climate & Wire (US); Technobahn (US).

19. Brand, John O.*, **H. Onur Bodur**, Bianca Grohmann, and Aaron P. Johnson (2014), "Perceptual Averaging of Three-Dimensional Shapes," *Canadian Journal of Experimental Psychology*, 68(4), 292 (<https://doi.org/10.1037/cep0000041>).

Impact factor =2.0, 5-yr impact factor =2.0.

**With graduate student.*

20. **Bodur, H. Onur** and Neeraj Arora (2014), "Asymmetric Impact of Reference Point Confidence on Consumer Evaluations," *Customer Needs and Solutions*, 1(4), 277-287 (<https://doi.org/10.1007/s40547-014-0027-7>).

B (ABDC ranking), Impact factor (2022)=0.8, 5-yr impact factor(2022)=0.9.

21. **Bodur, H. Onur**, Ting Gao*, and Bianca Grohmann (2014), "The Ethical Attribute Stigma: Understanding When Ethical Attributes Improve Consumer Responses to Product Evaluations," *Journal of Business Ethics*, 122(1), 167-177 (<https://doi.org/10.1007/s10551-013-1764-5>).

FT 50, A (ABDC ranking), impact factor=5.9, 5-yr impact factor =8.0.

*With graduate student.

Sample media mentions:

Science Daily (US); e!ScienceNews (US); PhysOrg (US); LivingBiology (US); ScienceNewsLine (US); Technology.org (US); Jersey Tribune (US); UNFOXNews (US); Feed Story (US); Red Orbit (US); CT News (France); Greenstyle (Italy).

22. Atalay, A. Selin, **H. Onur Bodur**, and Dina Rasolofoarison* (2012), "Shining in the Center: Central Gaze Cascade Effect on Product Choice," *Journal of Consumer Research*, 39(4), 848-866 (<https://doi.org/10.1086/665984>).

FT 50, A* (ABDC ranking), impact factor =5.7, 5-yr impact factor =8.6.

*With graduate student.

Sample media mentions:

Radio Canada (CBC-Canada); Marketing News (US); Clarin (Argentina); BBC Mundo (UK); SudDeutsche Zeitung (Germany); Science Daily (US); Cosmetics Design (US); SmartPlanet (US); TerceraCultura (Chile); Unión de Consumidores de Argentina (Argentina).

Business News Daily (D. Mielach), " Middle ground is high ground for product placement," (July 31, 2012).

Journal de Montréal (S. Desjardins) " En magasin, méfiez-vous du centre," (September 6, 2016).

The Globe and Mail (S. Krashinsky) "Centre is the sweet spot for products on display, study finds," (July 18, 2012).

23. Bélisle, Jean-François* and **H. Onur Bodur** (2010), "Avatars as Information: Perception of Consumers Based on Their Avatars in the Virtual World," *Psychology & Marketing*, 27(8), 741-765 (<https://doi.org/10.1002/mar.20354>).

A (ABDC ranking), impact factor =8.9, 5-yr impact factor =7.9.

*With graduate student, lead article.

Sample media mentions:

Radio interview on avatars with Dan Delmar (CJAD 800/VIRGIN RADIO 96/CHOM 97.7); Der Standard (Austria); Kurier (Austria); news.ch (Switzerland); St.Gallen online (Switzerland); Discovery News (US); Correio Braziliense (Brazil); e! Science News (US); First Science (US); PhysOrg.com (US); Red Orbit (US); Science Daily (US); Big News Network (Australia); Vulgariz (France).

24. **Bodur, H. Onur** and Bianca Grohmann (2005), "Consumer Responses to Gift Receipt in Business-to-Consumer Contexts," *Psychology & Marketing*, 22(5), 441-457 (<https://doi.org/10.1002/mar.20067>).

A (ABDC ranking), impact factor =8.9, 5-yr impact factor =7.9.

25. Aribarg, Anocha, Neeraj Arora, and **H. Onur Bodur*** (2002), "Understanding the Role of Preference Revision and Concession in Group Decisions," *Journal of Marketing Research*, 39(3), 336-349 (<https://doi.org/10.1509/jmkr.39.3.336.19105>).

FT 50, A* (ABDC ranking), impact factor =5.1, 5 year impact factor =7.4.

*Based on Dr. Bodur's dissertation, alphabetical order.

26. **Bodur, H. Onur**, David Brinberg, and Eloïse Coupey (2000), "Belief, Affect, and Attitude: Alternative Models of the Determinants of Attitude," *Journal of Consumer Psychology*, 9 (1), 17-28 (https://doi.org/10.1207/s15327663jcp0901_2).

FT 50, A* (ABDC ranking), impact factor =5.7, 5-yr impact factor =8.6.

Publications in Refereed Conference Proceedings (total: 76):

Papers:

1. He, Nuree, **H. Onur Bodur** (2023), "The Benefits of Being Alone: When Solitude Increases Preference for Self-improvement Products," *ASAC Conference Proceedings*, Toronto, ON: Administrative Sciences Association of Canada.
2. **Bodur, H. Onur**, Bianca Grohmann, Argiro Kliamenakis, Ali Tezer, Stephane Brutus (2018), "Understanding the State of Science in Retailing Research: A Review of Self-Reported Limitations and Future Research Directions," *ASAC Conference Proceedings*, Toronto, ON: Administrative Sciences Association of Canada.
***BEST PAPER AWARD at ASAC 2018**
3. Kliamenakis, Argiro, **H. Onur Bodur** (2018), "When Being Good is Bad: CSR as a Liability During Brand Crises," *ASAC Conference Proceedings*, Toronto, ON: Administrative Sciences Association of Canada.

4. Tezer, Ali, **H. Onur Bodur**, and Bianca Grohmann (2014), "Carried Away by the Underdog Brand: Source Advantages in Brand Biographies," *Proceedings of the 43rd Annual Conference of the European Marketing Academy (EMAC)*, Valencia, Spain: European Marketing Academy.
5. **Bodur, H. Onur**, Ting Gao, and Bianca Grohmann (2013), "Investigating Contribution of Ethical Attributes to Product Evaluations," *Proceedings of the 42nd Annual Conference of the European Marketing Academy (EMAC)*, Istanbul, Turkey: European Marketing Academy.
6. Tezer, Ali, **H. Onur Bodur**, and Bianca Grohmann (2013), "Different Shades of Fit: When Surprising Corporate Social Responsibility Improves Consumer Evaluations," *Proceedings of the 42nd Annual Conference of the European Marketing Academy (EMAC)*, Istanbul, Turkey: European Marketing Academy.
7. Tofighi, Maryam and **H. Onur Bodur** (2012), "Differential Effects of Social Responsibility for National and Private Label Brands," *ASAC Conference Proceedings*, St. John's, NL: Administrative Sciences Association of Canada.
8. **Bodur, H. Onur**, Bianca Grohmann, and Ali Tezer (2012), "A Positive Surprise: Revisiting the Role of Fit in Social Responsibility Evaluations," *ASAC Conference Proceedings*, St. John's, NL: Administrative Sciences Association of Canada.
9. **Bodur, H. Onur**, Neeraj Arora, and Noreen Klein (2012), "Differential Role of Multiple Reference Points in Consumer Choice," *ASAC Conference Proceedings*, St. John's, NL: Administrative Sciences Association of Canada.
10. **Bodur, H. Onur**, Neeraj Arora, and Noreen Klein (2012), "Integrating Configural Weight Theory and Prospect Theory to Explain Consumer Choice," *Proceedings of the 41st Annual Conference of the European Marketing Academy (EMAC)*, Lisbon, Portugal: European Marketing Academy.
11. Bélisle, Deny and **H. Onur Bodur** (2011), "Details Matter: The Role of Pricing and Presentation Strategy on Bundles," in (Ed.), *Proceedings of the 40th Annual Conference of the European Marketing Academy (EMAC)*, Ljubljana, Slovenia: European Marketing Academy.
12. **Bodur, H. Onur** and Andrea Kim (2011), "When Spending more on CSR Might Not Mean Doing Better," in (Ed.), *Proceedings of the 40th Annual Conference of the European Marketing Academy (EMAC)*, Ljubljana, Slovenia: European Marketing Academy.
13. **Bodur, H. Onur** and Lissa Matyas (2007), "Less Can Be Better: Investigating the Impact of Assortment Size on Consumers' Choice Experience," Morad Benyoucef (Eds.), *ASAC Conference Proceedings*, Vol: XXVIII, Ottawa, ON: Administrative Sciences Association of Canada.
14. **Bodur, H. Onur** and Sema Barlas (2007), "'I' Have Self-Control, 'We' Do Not: Experiential Social Effects on Self-Control," In Halldór Örn Engilbertsson (Ed.),

Proceedings of the 36th Annual Conference of the European Marketing Academy (EMAC), Reykjavik, Iceland: European Marketing Academy.

15. Barlas, Sema, **H. Onur Bodur**, and Lei Huang (2006), "Effects of Social Consumption on Individual Choice: Individual and Social Origins of Self-Control," In Dan Ariely, Baba Shiv, and Michal Strahilevitz (Eds.) *SCP Winter 2006 Conference*, Miami, FL: Society for Consumer Psychology (APA).
16. **Bodur, H. Onur** and Bianca Grohmann (2004), "Goal-Oriented Ad Design: An Investigation of Message Type and Consumption Goal Congruence," In [Fayez F. Boctor](#) and [Alain Martel](#) (Eds.) *ASAC Conference Proceedings*, Vol: XXV, Quebec City, QC: Administrative Sciences Association of Canada.
17. Coupey, Eloïse, **H. Onur Bodur**, and David Brinberg (1998), "Predecision Processes in Consumer Choice: Effects of Prior Knowledge on Aspects of Decision Structuring," In Joseph W. Alba and J. Wesley Hutchinson (Eds.), *Advances in Consumer Research*, Vol. 25, Denver, CO: Association for Consumer Research.

Abstracts:

18. Ha, Nuree, **Onur Bodur** (October 2025), "Impact of AI-led DEI Decisions on Minorities' Fairness Perceptions" ACR Conference, Washington, D.C., Association for Consumer Research, October 9-11. (Plan)
19. Grohmann, Bianca, Argiro Kliamenakis and **H. Onur Bodur** (May 2025), "Consumer Responses to the Acquisition of Socially Responsible Firms," *EMAC 2025 Conference*, Madrid, Spain. May 26-30.
20. Kliamenakis, Argiro, and **H. Onur Bodur** (June 2025) "Envy Impacts Self-Perceptions and Green Product Consumption," *La Londe 2025 Conference*, Porquerolles, France. June 2-6.
21. Ha, Nuree, **Onur Bodur** (March 2025), "The Role of AI in DEI Initiatives: Trust and Social Mobility Dynamics," SCP Winter Conference, Las Vegas, NV. Society for Consumer Psychology. February 27- March 2.
22. Ha, Nuree, **H. Onur Bodur** (August 2024), "Seeking Meaning in Solitude: When Solo Consumption Enhances Consumer Experiences in Pursuit of Eudaimonia Goals," *2024 AMA Summer Academic Conference*, Boston, MA. American Marketing Association.
23. Ha, Nuree, **H. Onur Bodur** (March 2024), "Seeking Meaning in Solitude: When Solo Consumption Enhances Consumer Experiences in Pursuit of Eudaimonia Goals," *2024 SCP Winter Conference*, Nashville, TN. Society for Consumer Psychology.

24. Ha, Nuree, **H. Onur Bodur** (March 2024), "The Benefits of Being Alone: When Solitude Increases Preference for Self-improvement Products," *2024 SCP Winter Conference, Nashville, TN. Society for Consumer Psychology.*
25. Kliamenakis, Argiro, and **H. Onur Bodur** (October 2023) "Going the Extra Mile for Goodness: Unpacking the Moral Self-Signaling Benefits of Effortful Cause Marketing Campaigns," *2023 ACR Conference, Seattle, WA. Proceedings of the Association for Consumer Research.*
26. Yazdanian, Nasrin, Bianca Grohmann, and **H. Onur Bodur** (October 2023), "How Does Social Connectedness Affect Socially Responsible Consumption," *2023 ACR Conference, Seattle, WA. Proceedings of the Association for Consumer Research.*
27. Ha, Nuree, **H. Onur Bodur** (October 2023), "The Benefits of Being Alone: When Solitude Increases Preference for Self-improvement Products," *2023 ACR Conference, Seattle, WA. Proceedings of the Association for Consumer Research.*
28. Ha, Nuree, **H. Onur Bodur** (October 2023), "When Solitary Consumption Improves Consumer Experience in Pursuit of Eudaimonia Goal," *2023 ACR Conference, Seattle, WA. Proceedings of the Association for Consumer Research.*
29. Kliamenakis, Argiro, Bianca Grohmann, and **H. Onur Bodur** (July 2023), "When Consumers Morally License Corporate Social Responsibility (CSR) Transgressions and the Role of CSR Positioning," *2023 EACR Conference, Amsterdam. Proceedings of the Association for Consumer Research.*
30. Franzen, Leon, A. Cabugao, Aaron P. Johnson, **H. Onur Bodur**, and Bianca Grohmann (October 2020), "Brand Familiarity Shows in Consumers' Eyes," *2020 ACR Conference, Paris. Proceedings of the Association for Consumer Research.*
31. Krstel, Zachary and **H. Onur Bodur** (February 2020), "An Application of the Synchrony Effect to a Prosocial Context," *2020 SCP Winter Conference, Huntington Beach, CA: Society for Consumer Psychology.*
32. Krstel, Zachary and **H. Onur Bodur** (February 2020), "Deconstructing Music Cognition: An Interdisciplinary Perspective," *2020 SCP Winter Conference, Huntington Beach, CA: Society for Consumer Psychology.*
33. **Bodur, H. Onur**, Argiro Kliamenakis, Bianca Grohmann, Ali Tezer (February 2020), "Self-Reported Limitations and Future Research Directions in Consumer Behavior Research," *2020 SCP Winter Conference, Huntington Beach, CA: Society for Consumer Psychology.*
34. Grohmann, Bianca, Argiro Kliamenakis, and **H. Onur Bodur** (October 2019), "To Build or to Acquire a Socially Responsible Brand?," *2019 Advances in Consumer Research, Atlanta, GA: Association for Consumer Research*
35. Grohmann, Bianca, Argiro Kliamenakis, and **H. Onur Bodur** (July 2019), "Strategic Purchase of CSR Perceptions: Consumer Responses to the Acquisition of Socially

- Responsible Brands," *AMA Consumer Behavior Special Interest Group Conference 2019*, Bern, Switzerland.
36. Grohmann, Bianca, Argiro Kliamenakis and **H. Onur Bodur** (June 2019), "When is CSR for Sale: The Acquisition of Socially Responsible Brands," *La Londe 2019 Conference*, La-Londe-les-Maures, France.
37. Tezer, Ali, and **H. Onur Bodur** (May 2019), "When Does Using Green Products Enhances the Enjoyment of Consumption Experiences?" *EMAC 2019 Conference*, Hamburg, Germany.
38. Grohmann, Bianca, Argiro Kliamenakis and **H. Onur Bodur** (May 2019), "Acquiring Corporate Social Responsibility: Spillover of Social Responsibility Perceptions during Brand Acquisitions," *EMAC 2019 Conference*, Hamburg, Germany.
39. Argiro Kliamenakis and **H. Onur Bodur** (February 2019), "Corporate Social Responsibility and Negative Word-of-Mouth: The Role of Perceived Hypocrisy," *2019 SCP Winter Conference*, Savannah, GA: Society for Consumer Psychology.
40. Grohmann, Bianca, Argiro Kliamenakis and **H. Onur Bodur** (October 2018), "Is CSR for Sale? Investigating the Effects of Acquisition of Socially Responsible Brands on CSR Perceptions," *2018 Advances in Consumer Research*, Dallas, TX: Association for Consumer Research.
41. Kliamenakis, Argiro and **H. Onur Bodur** (October 2018), "When CSR Becomes a Liability for Firms in Crises: Effects on Perceived Hypocrisy and Consumer Forgiveness," *2018 Advances in Consumer Research*, Dallas, TX: Association for Consumer Research.
42. Kliamenakis, Argiro, **H. Onur Bodur** (2018), "When Being Good is Bad: The Effect of CSR Reputation and Crisis-type on Consumer Responses," *2018 European Advances in Consumer Research*, Ghent, Belgium: Association for Consumer Research.
43. Tofighi, Maryam, Bianca Grohmann, and **H. Onur Bodur** (2018), "Conspicuousness of Consumption Determines when Brands Benefit Most from Offering Ethical Attributes," *2018 Academy of Marketing Science Conference*, New Orleans, LA: Academy of Marketing Science.
44. Krastell, Zack and **H. Onur Bodur** (2017), "Extending the Herding Effect to the Consumption Experience: The Case of Online Music," *2017 Advances in Consumer Research*, San Diego, CA: Association for Consumer Research.
45. Duval, Kimberly and **H. Onur Bodur** (2017), "When Having Too Many Facebook 'Friends' Hinders Your Online Social Activity: The Impact of Social Identity Complexity," *2017 Advances in Consumer Research*, San Diego, CA: Association for Consumer Research.
46. Tezer, Ali and **H. Onur Bodur** (2016), "Role of Mood in Cause-Related Marketing Effectiveness," in *NA - Advances in Consumer Research Vol. 44*, eds. Page Moreau and Stefano Puntoni, Duluth, MN: Association for Consumer Research

47. **Bodur, H. Onur**, Maryam Tofighi, and Bianca Grohmann (2015), "Ethical Attribute Benefits for Private Label Brands," in *SCP Winter 2015 Conference*, ed. Andrea Morales and Patti Williams, Phoenix, AZ: Society for Consumer Psychology (APA).
48. Tezer, Ali, **H. Onur Bodur**, and Bianca Grohmann (2014), "*Who Should Tell the Story? Source Effects in Brand Biographies*," NA - *Advances in Consumer Research*, Vol.42, eds. June Cotte and Stacy Wood, Duluth, MN: Association for Consumer Research.
49. Grohmann, Bianca, Maryse Côté-Hamel, and **H. Onur Bodur** (2014), "When and Why You Should Leave Your Romantic Partner At Home When Going Shopping", in NA - *Advances in Consumer Research*, Vol.42, eds. June Cotte and Stacy Wood, Duluth, MN: Association for Consumer Research.
50. Tezer, Ali, **H. Onur Bodur**, and Bianca Grohmann (2014), "*The CSR Surprise Effect: When Unexpected CSR Activity Enhances Brand Evaluations*," NA - *Advances in Consumer Research*, Vol.42, eds. June Cotte and Stacy Wood, Duluth, MN: Association for Consumer Research.
51. Duval, Kimberly **H. Onur Bodur**, and Stephanie Peck (2014), "The Effectiveness of Normative Messages on Sustainable Product Decisions and the Moderating Role of Social Identity Complexity," *Proceedings of the 43rd Annual Conference of the European Marketing Academy (EMAC)*, Valencia, Spain: European Marketing Academy.
52. Tezer, Ali, **H. Onur Bodur**, and Bianca Grohmann (2014), "When Surprise is Good: How Surprising Corporate Social Responsibility Benefits Brands," in *SCP Winter 2014 Conference*, ed. Mark Forehand and Americus Reed, Miami, FL: Society for Consumer Psychology (APA).
53. **Bodur, H. Onur**, Maryam Tofighi, and Bianca Grohmann (2014), "How Private Label Brands Benefit from Ethical Attribute Introduction," in *SCP Winter 2014 Conference*, ed. Mark Forehand and Americus Reed, Miami, FL: Society for Consumer Psychology (APA).
54. Tezer, Ali, **H. Onur Bodur**, and Bianca Grohmann (2014), "'I Am the Underdog': Self Communication of a Brand's Passion Enhances Brand Evaluations," in *SCP Winter 2014 Conference*, ed. Mark Forehand and Americus Reed, Miami, FL: Society for Consumer Psychology (APA).
55. Tezer, Ali, **H. Onur Bodur**, and Bianca Grohmann (2013), "Straight from the Horse's Mouth: When Disadvantaged Brand Determination Improves Brand Evaluations," *Advances in Consumer Research*, Vol. 41, eds. Simona Botti and Aparna Labroo, Duluth, MN: Association for Consumer Research.
56. Atalay, A. Selin, **H. Onur Bodur**, and Dina Rasolofoarison (2012), "Center of Shelf Attention: Understanding the Role of Visual Attention on Product Choice," in NA - *Advances in Consumer Research*, Vol. 40, eds. Zeynep Gürhan-Canli, Cele Otnes, and Rui (Juliet) Zhu, Duluth, MN: Association for Consumer Research.

57. **Bodur, H. Onur**, Bianca Grohmann, and Ali Tezer (2012) , "Investigating the Positive Impact of Unexpected CSR", in *NA - Advances in Consumer Research*, Vol. 40, eds. Zeynep Gürhan-Canli, Cele Otnes, and Rui (Juliet) Zhu, Duluth, MN: Association for Consumer Research.
58. Tofighi, Maryam and **H. Onur Bodur** (2012), "Is Social Responsibility Beneficial for Private-Label Brands?," in *NA - Advances in Consumer Research*, Vol. 40, eds. Zeynep Gürhan-Canli, Cele Otnes, and Rui (Juliet) Zhu, Duluth, MN: Association for Consumer Research.
59. Bélisle, Deny and **H. Onur Bodur** (2012), "Understanding the Role of Bundle Pricing Strategy on Bundle Evaluations," in *SCP Winter 2012 Conference*, ed. Anirban Mukhopadhyay and Amitav Chakravarti, Las Vegas, NV: Society for Consumer Psychology (APA).
60. Bélisle, Deny and **H. Onur Bodur** (2011), "Understanding Design Elements in Bundles", in *NA - Advances in Consumer Research*, Vol: 39, eds. Rohini Ahluwalia, Tanya L. Chartrand, and Rebecca K. Ratner, Duluth, MN: Association for Consumer Research.
61. **Bodur, H. Onur** and Andrea Kim (2011), "Impact of Suspicion in CSR Evaluations," in *SCP Winter 2011 Conference*, ed. Naomi Mandel and David Silvera, Atlanta, GA: Society for Consumer Psychology (APA).
62. **Bodur, H. Onur**, Jean-Francois Bélisle and Danielle Mantovani Lucena da Silva (2010), "What Does My Avatar Say About Me? Consumer Self Presentation In Virtual Worlds," *Proceedings of the 39th Annual Conference of the European Marketing Academy (EMAC)*, Copenhagen, Denmark: European Marketing Academy.
63. Bélisle, Deny and **H. Onur Bodur** (2010), "Perception of Bundle Value Across Contingency Levels: The Influence of Pricing Strategy and Images Presentation Format," in *SCP Winter 2010 Conference*, ed. Meg Meloy and Adam Duhachek, St. Pete Beach, FL: Society for Consumer Psychology (APA).
64. Bélisle, Jean-François, **H. Onur Bodur**, and Jacques Nantel (2008), "Is Your Avatar's Personality Representative of Your Own Personality? An Investigation of the Virtual World Second Life," in *27th Annual Advertising and Consumer Psychology Conference: Virtual Social Identity and Consumer Behavior*, ed. Natalie T. Wood and Michael R. Solomon, Philadelphia, PA: American Psychological Association (APA), 16.
65. Bélisle, Jean-François, **H. Onur Bodur**, and Jacques Nantel (2008), "Perception in Virtual Worlds: Personality Impressions Based on Avatars in the Virtual World Second Life," in *SPSP 2008 Annual Meeting*, Albuquerque, NM: Society for Personality and Social Psychology (APA), 339.
66. Bélisle, Deny and **H. Onur Bodur** (2008), "The Impact of Products' Contingency Level on the Attractiveness of the Price Bundling Strategy," Michael Bliemel (Eds.), *ASAC*

- Conference Proceedings*, Vol: 39, Halifax, NS: Administrative Sciences Association of Canada.
67. **Bodur, H. Onur** and Lissa Matyas (2008), "When Do Consumers Prefer More Choice? Moderating Effects of Regulatory Focus," in *SCP Winter 2008 Conference*, ed. Maria Cronley and Dhananjay Navakankuppam, New Orleans, LA: Society for Consumer Psychology (APA), 29.
 68. Bélisle, Jean-François and **H. Onur Bodur** (2008), "Understanding Website Interactivity in Online Shopping Experience: The Role of Avatars," in *SCP Winter 2008 Conference*, ed. Maria Cronley and Dhananjay Navakankuppam, New Orleans, LA: Society for Consumer Psychology (APA), 29.
 69. Bélisle, Deny and **H. Onur Bodur** (2008), "When are Product Bundles More Attractive? Explaining the Role of Product Contingency Level, Consumption Goals, and Promotional Strategy," in *SCP Winter 2008 Conference*, ed. Maria Cronley and Dhananjay Navakankuppam, New Orleans, LA: Society for Consumer Psychology (APA), 29.
 70. **Bodur, H. Onur** and Lissa Matyas (2007), "When Do Consumers Prefer More Choice? Moderating Effects of Regulatory Focus," in *NA - Advances in Consumer Research*, Vol. 35, eds. Angela Y. Lee and Dilip Soman, Duluth, MN: Association for Consumer Research.
 71. Barlas, Sema and **Bodur, H. Onur** (2007), "Effects of Social Consumption on Choices: Unintended Concessions," In Cele Otnes (Ed.) *European Advances in Consumer Research*, Vol: 8, Provo, UT: Association for Consumer Research.
 72. **Bodur, H. Onur** and Bianca Grohmann (2004), "Robustness of Mere Ownership Effect on Product Evaluations and the Moderating Role of Materialism," *CORS/INFORMS Joint International Conference*. The Banff Centre, Banff, Alberta, Canada.
 73. **Bodur, H. Onur** and Bianca Grohmann (2003), "Business Gifts as a Promotion Tool: An Investigation of Factors Influencing Gift Evaluation and Reactions to Gift Receipt," *EURO/INFORMS Conference, July 6-10, 2003, Bosphorus University, Istanbul, Turkey*.
 74. **Bodur, H. Onur**, Neeraj Arora, and Anocha Aribarg (2002), "Understanding Preference Revision and Concession in Joint Decisions," In Susan M. Broniarczyk and Kent Nakamoto (Eds.), *Advances in Consumer Research*, Vol. 29, Austin, TX: Association for Consumer Research.
 75. Arora, Neeraj, **H. Onur Bodur**, and Noreen Klein (2001), "Reference Price Distribution and Consumer Evaluation of Price," *INFORMS: Marketing Science Conference, University of Mainz, Wiesbaden, Germany*.
 76. **Bodur, H. Onur**, and Neeraj Arora (2000), "Understanding the Impact of Preference Evolution on Group Decisions," *INFORMS: Marketing Science Conference, UCLA, Los Angeles, CA*.

Other Refereed Conference Presentations (total: 15):

1. Krastell, Zack and **H. Onur Bodur** (2017), "Understanding the Social Music Consumption Experience: Personality and Genre as Moderators of the Herding Effect," *2017 American Marketing Association Conference (AMA)*, Orlando, FL: AMA.
2. Tezer, Ali, **H. Onur Bodur**, and Bianca Grohmann (2016), "When Not to Position a Brand as an Underdog: Role of Perceived Risk Associated with the Brand in Brand Biographies," *Proceedings of the 45th Annual Conference of the European Marketing Academy (EMAC)*, Oslo, Norway: European Marketing Academy.
3. Tezer, Ali, **H. Onur Bodur**, and Bianca Grohmann (2015), "Helping Outside the Box: When Unexpected CSR Improves Brand Evaluations," *SCP 2015 Summer Conference*, Toronto, ON: APA.
4. Tofighi, Maryam, Bianca Grohmann, and **H. Onur Bodur** (2015), "Overcoming Stigma: Shelf Locations that Benefit Private Label Brands," *SCP 2015 Summer Conference*, Toronto, ON: APA.
5. **Bodur, H. Onur**, and Kimberly Duval (2015), "Who Do You Know? When Social Identity Complexity Hinders the Promotion of Sustainable Products," *SCP 2015 Summer Conference*, Toronto, ON: APA.
6. Johnson, Aaron P., John O. Brand, **H. Onur Bodur**, and Bianca Grohmann (2015), "Brand Knowledge Increases Search Efficiency during Hybrid Visual Search," in *CSBBCS 2015 Conference, 25th Annual Meeting*, ed. Guy L. Lacroix, Ottawa, ON: Canadian Society for Brain, Behaviour, and Cognitive Science.
7. Brand, John, **H. Onur Bodur**, Bianca Grohmann, and Aaron P. Johnson (2014), "Perceptual Averaging of Three-dimensional Shapes," in *CSBBCS 2014 Conference, 24th Annual Meeting*, ed. Ben Dyson, Toronto, ON: Canadian Society for Brain, Behaviour, and Cognitive Science.
8. **Bodur, H. Onur**, Kimberly Duval, and Bianca Grohmann (2014), "How Social Normative Influences in Advertising Can Help Increase Sustainable Consumption," *AMA 2014 Marketing & Public Policy Conference*, Boston: American Marketing Association.
9. **Bodur, H. Onur** and Andrea Kim (2011), "A Slight Suspicion May Destroy a Good Repute: Impact of CSR Strategy on Consumer Responses," in *2011 Marketing & Public Policy Conference (MPPC)*, Washington, DC: American Marketing Association.
10. Bélisle, Deny and **H. Onur Bodur** (2009), "Assessing the Inter-relatedness Among Bundled Products: The Development of Products' Contingency Scale," Sofy Carayannopolous (Eds.), *ASAC Conference Proceedings*, Vol: XXX, Niagara Falls, ON: Administrative Sciences Association of Canada.

11. **Bodur, H. Onur** and Lissa Matyas (2007), "When Do Consumers Prefer More Choice? Understanding Consumers' Reactions to Assortment Size," In Halldór Örn Engilbertsson (Ed.), *Proceedings of the 36th Annual Conference of the European Marketing Academy (EMAC)*, Reykjavik, Iceland: European Marketing Academy.
12. Barlas, Sema and **H. Onur Bodur** (2006), "Understanding Self Control in Social Consumption," In George Avlonitis (Ed.), *Proceedings of the 35th Annual Conference of the European Marketing Academy (EMAC)*, Athens, Greece: European Marketing Academy.
13. **Bodur, H. Onur**, Neeraj Arora, and Noreen Klein (2004), "Understanding Reference Point Strength and Its Impact on Consumer Responses," *INFORMS: Marketing Science Conference, Erasmus University, Rotterdam, Netherlands*.
14. Aribarg, Anocha, Neeraj Arora, and **H. Onur Bodur** (2001), "Understanding Preference Revision in Group Decisions," *Advances in Consumer Research*, Austin, TX: Association for Consumer Research.
15. **Bodur, H. Onur**, Neeraj Arora, and Noreen Klein (1999), "Investigating How Consumers Process Multiple Reference Prices," *INFORMS: Marketing Science Conference, May 20-23, 1999, Syracuse, NY*.

Other Conference Presentations (total: 3):

16. **Bodur, H. Onur** (2011), "Unintended Effects of Corporate Sustainability Efforts: The Consumer Perspective," *North American Congress on Social and Environmental Accounting Research (CSEAR)*. May 3-4, 2011, Montreal, Quebec.
17. Bélisle, Jean-François, and **H. Onur Bodur** (2010), "Les Avatars en Tant que Sources d'Informations: Perception des Utilisateurs Basée sur Leur Avatar dans les Univers Virtuels," In (Ed.), *78e Congrès annuel de l'ACFAS*, Montreal, Canada.
18. Bélisle, Jean-François, and **H. Onur Bodur**, and Jacques Nantel (2008), "Who Is the User Behind This Avatar? Understanding Personality Impressions' Formation in Virtual Environments Based on Users' Avatars," *Minds and Societies Conference, Montreal, QC*.

Published Book:

- Zikmund, William G. and **H. Onur Bodur** (2007). *Effective Marketing Research in Canada* (2007). 1E. Toronto, ON: Thomson Nelson Canada.

Other Contributions:

Bélisle, Jean-François and H. Onur Bodur (2010), "Avatars as Information" in *The Brunswick Society Newsletter in Memoriam Lenard I. Dalglish* (Ed.) Lars Sjö Dahl, Vol.25, p.8.

Research Grants*:

***56 Successful Grant Applications \$3,585,271 (External: \$3,345,632, as Principal Investigator: \$588,596)**

External:

1. SSHRC, Social Sciences and Humanities Research Council of Canada, Insight Development Grant, "Consumer Responses to Corporate Social Irresponsibility," 2025-2027, **\$56,000**. (with Drs. Sener, Grohmann).
2. Consumer Responses to Corporate Social Irresponsibility ACR-AMA, Transformative Consumer Research (TCR) Research Grant, "Can AI Enhance DEI Initiatives," 2024, **\$2,814 USD**. Co-PI (with Ha)
3. SSHRC, Social Sciences and Humanities Research Council of Canada, Insight Development Grant, "Annual CSR Reports: A Text-Analysis Approach to Understand Their Impact on Consumers and Future CSR Performance," 2024-2026, **\$53,500**. PI (with Drs. Kliamenakis, Grohmann).
4. SSHRC, Social Sciences and Humanities Research Council of Canada, Partnership Grant. "Behaviourally Informed Organizations: Creating an Integrative Theory of Behaviour Change and Embedding it in Organizations," 2019-2024, **\$2,499,567**. **Collaborator (PI: Dilip Soman, University of Toronto)**.
5. FQRSC, Fonds québécois de recherche sur la société et la culture, soutien aux équipes de recherche, "L'impact de la perception et l'attention visuelle sur le traitement de l'information, l'évaluation et les choix des consommateurs," 2016-2020, **\$181,446**. **Co-applicant** (with Johnson, Grohmann, Wittich).
6. SSHRC, Social Sciences and Humanities Research Council of Canada, Insight Grant. "Understanding In-Store Brand Search and Choice: The Role of In-Store and Consumer Characteristics," 2015 - 2019, **\$205,341**. PI (with Johnson, Grohmann).
7. SSHRC, Social Sciences and Humanities Research Council of Canada, Insight Grant. "Consumer perceptions of brand social responsibility: How brand level factors and CSR shape consumer responses to brands," 2015 - 2019, **\$147,074**. **Co-applicant** (with Grohmann).
8. CRIR, Centre de recherche interdisciplinaire en réadaptation du Montréal métropolitain. "When There Is Noise! Investigating the Impact of Auditory Stimuli in

- Retail Environments on Elderly Consumers' Shopping Decision Quality and Search Efficiency," 2014-2015, **\$9,700. Co-investigator** (with Johnson, Grohmann).
9. *FQRSC, Fonds québécois de recherche sur la société et la culture, soutien aux équipes en émergence*, "La perception et l'attention visuelle et les biais qu'elles induisent en termes de traitement de l'information, d'évaluation des alternatives et du choix des consommateurs," 2013-2015, **\$52,591. Co-investigator**.
 10. *Thomson Nelson Canada, Education Research Grant*, 2005-2007, **\$9,000. PI**.
 11. *SSHRC, Social Sciences and Humanities Research Council of Canada, Standard Research Grant*, "Social Indulgence: Understanding the Role of Others in Consumption Decisions," 2006 – 2009, **\$73,758. PI** (with Barlas).
 12. *FQRSC, Fonds québécois de recherche sur la société et la culture, établissement de nouveaux professeurs-chercheurs*, "Understanding Concessions in Joint Consumption," 2003 – 2006, **\$45,000. PI**.
 13. *M&M / Mars, Inc., NJ, USA. Research Collaboration Grant*, "Influence in Joint Purchases," 1999 -2000, **\$6,000 USD (\$8912 CND). PI** (with Arora).

Internal (faculty):

1. National Bank Initiative in Entrepreneurship and Family Business (Individual), "Losing My Underdog Identity: The Dilemma of AI Adoption in Small Family-Owned Businesses," 2024, **\$11,403. PI**.
2. SSHRC Explore Grant (Individual), "The Cost of Artificial Intelligence (AI) Based Mistakes in Marketing," 2023, **\$3,172. PI**.
3. *Concordia University General Research Fund* (Individual Seed Fund), "Authentic Brands, Copy Cats, and Counterfeits," 2015, **\$7,000. PI**.
4. *David O'Brien Centre for Sustainable Enterprise*, "CSR for Causes Ignored," 2015, **\$2,500, co-applicant** (with Grohmann, Tezer).
5. *Concordia University General Research Fund* (SSHRC 4A Team Seed Fund), "Attention Based in-Store Placement Metrics for Brand Search and Choice," 2014, **\$6,500. PI** (with Grohmann).
6. *David O'Brien Centre for Sustainable Enterprise*, "Will You Be Physically Active? Marketing a Healthy Life-Style to Improve Consumer Well-Being," 2014, **\$4,000, PI** (with Grohmann, Duval).
7. *David O'Brien Centre for Sustainable Enterprise*, "Is CSR for Sale? Investigating the Effects of Acquisition of Socially Responsible Brands on CSR Perceptions," 2013, **\$8,954 PI** (with Grohmann).
8. *Concordia University Vice-President, Research & Graduate Studies, Internal Seed Funding – Team*, "How Does Social Media Usage Influence Consumer Well-Being?", 2013, **\$13,386, PI** (with Grohmann).

9. Concordia University Vice-President, Research & Graduate Studies, *Aid to Research Related Events*, "Advanced Methods in Business Workshop on Multi-level Modeling," 2013, **\$3,893, co-applicant** (with Grohmann).
10. Concordia University Vice-President, Research & Graduate Studies, *Aid to Research Related Events*, "Applied Visual Research in Marketing and Psychology Workshop," 2012, **\$3,649, PI** (with Grohmann, Johnson).
11. Concordia University Vice-President, Research & Graduate Studies, *Aid to Research Related Events*, "Workshop: Process Measurement and Analysis in Behavioral Decision Making," 2012, **\$3,824, PI**.
12. Concordia University, JMSB, *Internal Seed Funding – Team*, "State of Scientific Progress in Marketing," 2012, **\$1,000, PI** (with Grohmann, Brutus).
13. Concordia University Vice-President, Research & Graduate Studies, *Internal Seed Funding – Individual*, "Developing Shelf Location Metrics?", 2012, **\$6,920, PI**.
14. Concordia University Vice-President, Research & Graduate Studies, *Internal Seed Funding – Team*, "Motivation-Based Segmentation of Social Media Consumption," 2011, **\$12,527, PI** (with Grohmann).
15. Concordia University Vice-President, Research & Graduate Studies, *Internal Seed Funding – Individual*, "Extensions on Brand Assortment", 2011, **\$6,500, PI**.
16. *David O'Brien Centre for Sustainable Enterprise*, Self-Prophecy Interventions to Increase Sustainable Consumer Behaviour, 2011, **\$9,610. PI** (with Grohmann).
17. Concordia University Vice-President, Research & Graduate Studies, *Internal Seed Funding – Individual*, "Positive and Negative Consequences of Brand Assortment", 2010, **\$6,904. PI**.
18. Concordia University Vice-President, Research & Graduate Studies, *Internal Seed Funding – Individual*, "Understanding Brand Assortment", 2009, **\$5,000. PI**.
19. *Bell Research Center for Business Process Innovation*- Individual Grant. "Boundary Conditions of Bundling," 2007, **\$20,769. PI**.
20. *Concordia University Seed Funding Program*, CRIB – Centre for Research on Innovation in Business, Team Application, 2007, **\$20,000. Co-applicant**.
21. JMSB Grant, Concordia University, Faculty Grant "Understanding the Impact of the Decision Process on Satisfaction and Retention in Groups," 2001-2004. **\$17,000. PI**.
22. JMSB Grant, Concordia University, Faculty Start-Up Grant, 2000. **\$5,000. PI**.

Internal (with Graduate Students)

1. *CASA Research Grant*, Social Media Networking, 2025, with Sanskriti Singh (M.Sc.), **\$2,000. PI**.

2. *CASA Research Grant*, Brand Activism: Direct and Indirect Consumer Responses, 2024, with Elnaz Jafari (Ph.D.), **\$4,000. PI.**
3. *CASA Research Grant*, Artificial Intelligence in Firm's Diversity, Equity, and Inclusion Efforts, 2024, with Nuree Ha (Ph.D.), **\$3,500. PI.**
4. *CASA Research Grant*, Loneliness and socially responsible consumption, 2023, with Nasrin Yazdanian (Ph.D.), **\$3,500. PI.**
5. *CASA Research Grant*, Understanding the Role of Unconscious Exposure in Marketing Communications, 2019, with Kimberly Duval (Ph.D.), **\$5,000. PI.**
6. *CASA Research Grant*, Cognition and Effects of Music Consumption, 2018, with Zack Krastel (Ph.D.), **\$5,000. PI.**
7. *CASA Research Grant*, Consumer Perceptions of Corporate Social Responsibility, 2018, with Argiro Kliamenakis (Ph.D.), **\$5,000. PI.**
8. *CASA Research Grant*, Social Responsibility Effects on Consumption, 2015, with Ali Tezer (Ph.D.), **\$5,000. PI.**
9. *CASA Research Grant*, Three Essays on the Effects of Ethical Attributes on Private Label and National Brands, 2014, with Maryam Tofighi (Ph.D.), **\$ 5,000. PI.**
10. *CASA Research Grant*, The Impact of Perceived Complementarity on Consumers' Evaluation of Bundles, 2007, with Deny Bélisle (Ph.D.), **\$4,000. PI.**
11. *CASA Research Grant*, A study about the role of benefits congruity between ethical attributes and brands in evaluation of ethical and sustainable products, 2015, with Yunqian Zhao (M.Sc.), **\$2,500. PI.**
12. *CASA Research Grant*, Product Placement in Videogames: Does In-Game Violence Really Have an Effect on Product Evaluations?, 2015, with Alex Belhassen (M.Sc.), **\$2,500. PI.**
13. *CASA Research Grant*, Corporate Sponsorship vs. Traditional Advertising in Sports: An Empirical Comparison, 2014, with Jeremy Ungerman-Sears (M.Sc.), **\$2,500. PI.**
14. *CASA Research Grant*, Investigating the Influence of the Herding Effect on Consumption Experience: The Case of Online Music, 2014, with Zack Krastel (M.Sc.), **\$2,500. PI.**
15. *CASA Research Grant*, The Influence of Networks on Consumer Behavior: Understanding How Social Media Networks Impact Online Word of Mouth and Purchase Behavior, 2012, with Soufian Mamlouk (M.Sc.), **\$2,400. PI.**
16. *CASA Research Grant*, Improving the Social Normative Influence of Self-Prophecy: The Effect of a Perceived Audience and the Moderating Role of Self-Construal, 2012, with Kimberly Duval (M.Sc.), **\$2,400. PI.**
17. *CASA Research Grant*, The Not-so-simple Impact of Norms on Green Behaviours: The Moderating Roles of Social Identity Complexity and Cognitive Resources, 2011, with Stephanie Peck (M.Sc.), **\$2,000. PI.**

18. *CASA Research Grant*, Can Corporate Social Responsibility (CSR) Internalize into Product Features? An Investigation on Consumer Responses to Products with Ethical Attributes, 2011, with Ting Gao (M.Sc.), **\$2,000. PI.**
19. *CASA Research Grant*, A Slight Suspicion May Destroy a Good Repute: Understanding the Impact of CSR Strategy on Consumer Responses, 2009, with Andrea Kim (M.Sc.), **\$2,000. PI.**
20. *CASA Research Grant*, Understanding Normative Influence on Green Consumption Behaviour: The Moderating Role of Self-Construal and Self-Regulatory Resources, 2008, with Shijing Chen (M.Sc.), **\$2,000. PI.**
21. *CASA Research Grant*, Brand Social Responsibility, 2007, with Simla Barki (M.Sc.), **\$2,000. PI.**
22. *CASA Research Grant*, Explaining Consumers' Reactions to Assortment Size, 2004, with Lissa Matyas (M.Sc.), **\$2,000. PI.**

Invited Talks, Presentations, Participation:

1. University of Ottawa, Research camp, Marketing (Invited researcher)	April 2025
2. Ozyegin University, Istanbul (Invited research talk)	May 2025
3. Ozyegin University, Istanbul (EMBA Program, visiting speaker)	May 2025
4. Queens University, Marketing (Invited researcher)	2024
5. Walrus Talks, Toronto (Invited researcher)	2019
6. McGill University, Marketing (Invited researcher)	2017
7. Portsmouth University, Marketing (Invited researcher)	2016
8. Frankfurt School of Finance and Management (Invited researcher)	2015
9. Sabanci University (Invited researcher)	2015
10. HEC-Lausanne (Invited researcher)	2015
11. HEC-Paris (Invited researcher)	2014
12. St. Mary's University, Sobey School of Business (Invited researcher)	2013
13. Sabanci University, School of Management (Invited researcher)	2013
14. Sabanci University, School of Management (Invited researcher)	2012
15. University of Adelaide, School of Management (Invited researcher)	2009
16. Bilkent University, School of Management (Invited researcher)	2007
17. Participation in MIT Professional Institute: "Discrete Choice Analysis."	2002
18. 2002 McGill University, Marketing (Invited researcher)	2002
19. 1999 McGill University, Marketing (Invited researcher)	1999

Research Workshop Organizations (total: 5):

September 5, 2014: Managing Scientific Projects in Behavioural and Social Sciences.
Joint organization with Centre for Multidisciplinary Behavioural Business Research (CMBBR) and Dr. Kathleen Boies. Visitor: Dr. François Chiochio, University of Ottawa.

April 14-17, 2014: Advances in Visual Research in Marketing. Centre for Multidisciplinary Behavioural Business Research (CMBBR) Professional Development Workshop with Rik Pieters, Tilburg University.

March 21-22, 2013: Statistical Mediation, Moderation, and Conditional Process Analysis. Centre for Multidisciplinary Behavioural Business Research (CMBBR) Professional Development Workshop with Andrew F. Hayes, Associate Professor of Quantitative Psychology and Associate Professor of Communication, Ohio State University, USA.

September 20-21, 2012: Applications of Implicit Motivations in Business Research. Centre for Multidisciplinary Behavioural Business Research (CMBBR) Professional Development Workshop with Dr. Oliver C. Schultheiss, Professor of Psychology, Chair for Experimental Psychology, Motivation, and Affective Neuroscience Institute of Psychology, Friedrich-Alexander University.

June 18-20, 2012: Methodological Advances in Behavioral Research and Applications in MPLUS. Centre for Multidisciplinary Behavioural Business Research (CMBBR) Professional Development Workshop with Dr. Robert J. Vandenberg, Professor of Management, Terry College of Business, University of Georgia.

Collaborative Workshop/Seminar Organizations:

February 27, 2014: Advances in Visual Research. Centre for Multidisciplinary Behavioural Business Research (CMBBR) Professional Development Workshop with Jeremy Wolfe, Harvard University, USA. In Collaboration with Aaron Johnson (Psychology).

February 13, 2015: Creating Sustainable Social Change. Centre for Multidisciplinary Behavioural Business Research (CMBBR). Dr. David Brinberg – Virginia Tech. In collaboration with David O'Brien Centre for Sustainable Enterprise.

Visiting Speaker Seminar Organizations (sample):

- Dr. Dilip Soman – University of Toronto (with McGill U.)
- Dr. Simona Botti – London School of Business (with McGill U.)
- Dr. Neeraj Arora – University of Wisconsin-Madison
- Dr. Hans Baumgartner – Penn State University
- Dr. Rajesh Bagchi – Virginia Tech
- Dr. Oliver C. Schultheiss – Friedrich-Alexander University, Germany
- Dr. Pierre Chandon – INSEAD, France
- Dr. Kelley Main – University of Manitoba (with Concordia Chair)
- Dr. Simon Blanchard – Georgetown University

TEACHING AND SUPERVISION

Graduate Student Supervision (*ongoing)

Ph.D. Supervisor

1. Elnaz Jafari*	Brand's Decision to Engage in Brand Activism	2026
2. Nuree Ha*	Artificial Intelligence in Firm's Diversity, Equity, and Inclusion Efforts	2026
3. Nasrin Yazdanian	Sustainability Effects of Loneliness	2024
4. Zack Krastel	Understanding Music Consumption (Private sector)	2021
5. Argiro Kliamenakis	Social Responsibility and Consumer Identity (Assistant prof: University of Ottawa)	2020
6. Kimberly Duval	Consumer Attention and Inattention (Private sector)	2020
7. Ali Tezer	Social Responsibility Effects on Consumption (Associate prof: HEC – Montreal)	2017
8. Maryam Tofighi	Three Essays on the Effects of Ethical Attributes on Private Label and National Brands (Associate prof: California State – Los Angeles)	2016
9. Deny Bélisle	The Impact of Perceived Complementarity on Consumers' Evaluation of Bundles (Associate prof: Université de Sherbrooke)	2010
10. Jean-François Bélisle	Discontinued, returned to consulting.	N/A

Ph.D. Committee Member – Joint Program

1. Sabrina Castonguay (Concordia U. exp. 2028)
2. Akshar Nepal (Concordia U. exp. 2028),
3. Maria Ortiz (Concordia U. 2024),
4. Dandan Fang (Concordia U. 2024),
5. Roy Arani (McGill U. 2021)
6. Zack Mendenhall (McGill U.),
7. Hameed Shaaker (HEC-Montreal. 2019),
8. Amélie Guèvremont (Concordia U. 2015),
9. Marilyn Giroux (Concordia U. 2016),
10. Biru Zhou (Psychology, Concordia U., 2014),
11. Soumaya Cheikhrouhou (Concordia U. 2011),
12. Rémi Desmeules (McGill U. 2010),
13. Maria Kratcholova (McGill U. 2009),
14. Lei Huang (McGill U. 2008),
15. Renaud Legoux (McGill U. 2008),
16. Mehdi Mourali (Concordia U. 2005).

Ph.D. Committee Member – External

1. Mia Birau (France, Visited Concordia U. in 2014).
2. Danielle Mantovani Lucena da Silva (Brazil, Visited Concordia U. in 2010).

*M.Sc. Supervisor (*Ongoing)*

1. Sanskriti Singh*, 2026, Authenticity in digital marketing strategy.
2. Yunqian Zhao, 2016, A study about the role of benefits congruity between ethical attributes and brands in evaluation of ethical and sustainable products.
3. Alex Belhassen, 2016, Product Placement in Videogames: Does In-Game Violence Really Have an Effect on Evaluations?
4. Jeremy Ungerman-Sears, 2015, Corporate Sponsorship vs. Traditional Advertising in Sports: An Empirical Comparison.
5. Zack Krastel, 2015, Influence of the Herding Effect on Consumption Experience: The Case of Online Music.
6. Soufian Mamlouk, 2014, The influence of networks on consumer behavior: Understanding how social media networks impact online word of mouth and purchase behavior.
7. Kimberly Duval, 2013, Improving the Social Normative Influence of Self Prophecy: The Effect of a Perceived Audience and the Moderating Role of Self-Construal.
8. Ting Gao, 2012, Can Corporate Social Responsibility (CSR) Internalize into Product Features? An Investigation on Consumer Responses to Products with Ethical Attributes.
9. Stephanie Peck, 2012, The Not-so-simple Impact of Norms on Green Behaviours: The Moderating Roles of Social Identity Complexity and Cognitive Resources.
10. Andrea Kim, 2011, A slight suspicion may destroy a good reput: Understanding the Impact of CSR Strategy on Consumer Responses.
11. Shijing Chen, 2010, Understanding normative influence on green consumption behaviour: The moderating role of self-construal and self-regulatory resources.
12. Simla Barki, 2009, Brand Social Responsibility.
13. Lissa Matyas, 2007, Explaining consumers' reactions to assortment size.

M. Sc. Committee Membership

1. Ran Han (2022)
2. Brandon Huard (2020)
3. Mithun Shrivastava (2020)
4. Shanze Khan (2020)
5. Brendan Quinn (2020)
6. Bignjie Liu (2020)
7. Lanqing Ye (2019)
8. Walid Akbar (2019)
9. Bryan Saldanha (Frankfurt School of Finance and Management, Exp. Dec. 2019)
10. Florian Wuttke (Frankfurt School of Finance and Management, Exp. Dec. 2019)
11. Stephanie Filteau (Nov. 2018)
12. Siriluksamee Rangthong (Nov. 2018)
13. Xiaguang Sun (Nov. 2018)
14. Chris Hunt (exp. 2017)
15. Yiling Chen (2017)
16. Vlad Irimia (2017)
17. Ting Tang (2016)
18. Shuman Wang (2016)
19. Yang He (2016)
20. Chris Hrant Baygin (2015)
21. Yingxiao Zhang (2015) – Chair
22. Mélissa Noël (2015)
23. Tina Poon (2013)
24. Maryse Côté-Hamel (2012)
25. Simon Thériault (2012)
26. Michael Alexander Nessrallah (2011)
27. Argiro Kliamenakis (2011)
28. Kimberly Donato (2011)
29. Scott Stewart (2011)
30. Erika Morales Higa (2011)
31. Samie Li Shang Ly (2011)
32. Oana Cristine Croitoru (2011)
33. Si Chang (2010)
34. Émilie Jean-Ruel (2008)
35. John Vongas (2007)
36. Richard Sejean (2006)
37. Elisabeth Roger (2006)
38. Fei Ji (2005)
39. Mélanie Morier (2005)
40. Karine Goneau (2004)
41. Dianne West (2003)
42. Timothy Branch (2003)
43. Xavier Renard (2002)
44. Giuseppina Virelli (2001)

Courses Taught

Concordia University:

Undergraduate Courses

<u>Semester</u>	<u>Course Title (Section)</u>
Fall 2023	Sustainability Marketing
Fall 2022	Sustainability Marketing
Fall 2021	Sustainability Marketing
Fall 2020	Sustainability Marketing
Fall 2019	Sustainability Marketing
Winter 2024	Marketing Research (D)
Winter 2019	Marketing Research (BB)
Fall 2018	Marketing Research (A)
Fall 2018	Marketing Research (B)
Winter 2018	Marketing Research (BB)
Winter 2018	Sustainability Marketing
Fall 2017	Marketing Research (C)
Winter 2017	Sustainability Marketing
Winter 2017	Marketing Research (BB)
Winter 2016	Marketing Research (D)
Winter 2013	Marketing Research (E)
Fall 2012	Marketing Research (A)
Winter 2012	Marketing Research (BB)
Fall 2010	Marketing Research (AA)
Winter 2010	Marketing Research (CC)
Winter 2010	Marketing Research (E)
Fall 2009	Marketing Research (BB)
Fall 2009	Marketing Research (C)
Winter 2009	Marketing Research (CC)
Winter 2009	Marketing Research (F)
Fall 2008	Marketing Research (BB)
Fall 2005	Marketing Research (A)
Fall 2005	Marketing Research (BB)
Summer 2005	Marketing Management (AB)
Winter 2005	Marketing Management (L)
Winter 2005	Marketing Management (CC)
Winter 2004	Marketing Research (D)

Winter 2004	Marketing Research (E)
Fall 2003	Marketing Research (A)
Fall 2003	Marketing Research (BB)
Winter 2003	Marketing Research (C)
Winter 2003	Marketing Research (D)
Fall 2002	Marketing Research (A)
Fall 2002	Marketing Research (BB)
Summer 2002	Marketing Research (AA)
Winter 2002	Marketing Research (C)
Winter 2002	Marketing Research (D)
Fall 2001	Marketing Research (A)
Fall 2001	Marketing Research (BB)
Winter 2001	Marketing Research (B)
Winter 2001	Marketing Research (C)
Fall 2000	Marketing Research (A)
Fall 2000	Marketing Research (BB)

Graduate Courses

<u>Semester</u>	<u>Course Title (Section)</u>
Fall 2024	Consumer Behaviour (MBA)
Fall 2024	Research Foundations (M.Sc.)
Fall 2023	Research Foundations (M.Sc.)
Fall 2023	Consumer Research Methods (Ph. D.)
Fall 2022	Research Foundations (M.Sc.)
Fall 2020	Research Methods (M.Sc.)
Fall 2019	Consumer Research Methods (Ph. D.)
Fall 2019	Research Methods (M.Sc.)
Winter 2019	Social Responsibility in Mktg (MSc & PhD)
Fall 2018	Research Methods (M.Sc.)
Winter 2018	Social Responsibility in Mktg (MSc & PhD)
Fall 2017	Consumer Research Methods (PhD)
Fall 2017	Research Methods (M.Sc.)
Fall 2016	Research Methods (M.Sc.)
Fall 2014	Research Methods (M.Sc.)
Fall 2013	Research Methods (M.Sc.)
Fall 2016	Social Responsibility in Mktg (PhD)
Winter 2011	Social Responsibility in Mktg (MSc)
Winter 2005	Marketing Management (MBA, B)

	Marketing Management (MBA, AA)
Fall 2012	Advanced Topics in Marketing (PhD)
Fall 2011	Social Responsibility in Mktg (PhD)
Fall 2010	Advanced Topics in Marketing (PhD)
Fall 2008	Advanced Topics in Marketing (PhD)
Fall 2005	Advanced Topics in Marketing (PhD)

See appendix for courses taught at Virginia Tech, McGill University, Sabanci University, University of Wisconsin-Madison, Bilkent University, Frankfurt School of Finance & Management.

RESEARCH RELATED SERVICES: _____

Reviewer (Journals)

<i>Psychology & Marketing</i> . Editorial Board	2005 – Current
<i>Journal of Marketing</i> . Ad Hoc reviewer	Current
<i>Journal of Marketing Research</i> . Ad Hoc reviewer	Current
<i>Journal of Consumer Research</i> . Ad Hoc reviewer	Current
<i>Journal of Interactive Marketing</i> . Ad Hoc reviewer.	2015
<i>Canadian Journal of Administrative Sciences</i> . Ad hoc reviewer.	2014 – Current
<i>Journal of Consumer Psychology</i> . Ad-hoc reviewer.	2014 – Current
<i>Journal of Retailing</i> . Ad-hoc reviewer.	2014 – Current
<i>Journal of Business Ethics</i> . Ad-hoc reviewer.	2013 – Current
<i>Journal of Consumer Research</i> . Ad-hoc reviewer.	2011 – Current
<i>Journal of Advertising</i> . Ad-hoc reviewer.	2006 – Current
<i>Journal of Business Research</i> . Ad-hoc reviewer.	2008, 2016 – Current
<i>J. of Theoretical and Applied Electronic Commerce Res</i> . Ad-hoc.	2012
<i>Electronic Commerce Research and Applications</i> . Ad-hoc.	2006

Reviewer (Conferences, other)

<i>Social Sciences and Humanities Research Council of Canada (SSHRC)</i>	2015
<i>Swiss National Science Foundation</i>	2013
<i>Association for Consumer Research</i>	2008, 2011
<i>Society for Marketing Advances Conference (SMA)</i>	2006
<i>American Marketing Association</i>	2010
<i>Academy of Marketing Science (AMS)</i>	2006
<i>Society for Consumer Psychology (SCP)</i>	2010-12; 2004-07

<i>Administrative Sciences Association of Canada (ASAC)</i>	2009-12; 2004-09
<i>Multicultural Marketing Conference, Valencia, Spain</i>	2002

Conference Session Chair

<i>European Marketing Academy (EMAC), Hamburg, Germany.</i>	2019
<i>European Marketing Academy (EMAC), Valencia, Spain.</i>	2014
<i>European Marketing Academy (EMAC), Istanbul, Turkey.</i>	2013
<i>Administrative Sciences Association of Canada (ASAC), St. John's, NL</i>	2012
<i>European Marketing Academy (EMAC), Copenhagen, Denmark.</i>	2010
<i>Association of Consumer Research (ACR), San Francisco, CA.</i>	2008
<i>Society for Consumer Psychology (SCP), St. Pete Beach, FL.</i>	2005
<i>CORS/INFORMS Joint International Conference, Banff, AB</i>	2004
<i>Administrative Sciences Association of Canada (ASAC), Quebec City, QC</i>	2004

OTHER SERVICES: _____

External Assessor for tenure

University of Lethbridge; Toronto Metropolitan University; Queens University; University of Manitoba; University of Northern British Columbia

International Research Community

Society for Consumer Psychology, Reviewer, PhD Dissertation Competition, 2022-current.

Association For Consumer Research, Mentor, PhD Consortium, 2023.

Society for Consumer Psychology, Advisory Panel, 2012-2015.

University Level (sample)

Director, Center for Multidisciplinary Behavioral Business Research,
University Human Research Ethics Committee
Senate

Faculty Level (sample)

Director, Center for Multidisciplinary Behavioural Business Research (2011-2015), Graduate Program Director, MSc Marketing (2020-2022), Faculty Research Ethics Committee (2021-2024), Faculty Research Committee (2018-2020, 2023-2024), M.Sc. Curriculum Revision Committee (2019-2022), Luc Beauregard Centre Scientific Committee (2018-2020), JMSB CRC CSR Hiring Committee (2019-2021), DOCSE Scientific Committee Member, Faculty Personnel and Tenure Committee, JMSB Advisory Department Chair Search Committee, Bell Research Scholarship Awards Committee, Bell Research Center for Business Process Innovations - Scientific Committee, JMSB Faculty Research Committee, Faculty Council, Chair Review Committee Royal Bank Distinguished Professorship in Marketing, MBA Core Curriculum Committee, Associate Dean's Graduate Awards Committee, Distinguished Teaching Awards Committee, Associate Dean's Research Task Force Committee Dean's Strategic Plan Review Committee

Marketing Department Committees (sample)

M.Sc. Committee (2022-2024), Coordinator for Marketing Research Course, Marketing Research Practicum Development, Coordination (2018-2024), Ethics Committee, M. Sc. & Ph.D. Curriculum Committee, Hiring Committee, Undergraduate Curriculum Committee, Ph.D. Curriculum Committee, Co-op Student Evaluation

SELECTED MEDIA COVERAGE: _____

Below is a selection of the media mentions.

Related to Sustainability :

1. Les Affaires (June 16, 2017): [La recette concrète d'un grand brasseur pour innover.](#)

Related to Marketing Research Education:

2. The Globe & Mail (Nov. 25, 2014): [Casting a critical eye on polling.](#)

Related to Retailing:

3. The Globe & Mail (Jan. 15, 2015): [Why empty shelves killed the Target brand.](#)

Related to Perception/Color:

4. La Press (April 25, 2015): [La Recette des Tendances.](#)

Related to Published Research:

5. Tezer, Ali* and **H. Onur Bodur** (2020), "The Greenconsumption Effect: How Using Green Products Improves Consumption Experience," *Journal of Consumer Research*. (FT 50, impact factor =4.70, 5 year impact factor =6.47).

Sample media mentions:

HuffPost (Dec. 4, 2019): [Consommer des produits verts nous procurerait du bien-être](#)

Radio Canada (Dec. 5, 2019): [Looking to solve that seasonal shopping stress?](#)

MarketBusinessNews (Dec. 6, 2019): [Using green products improves consumption experience](#)

FastCompany (Dec. 12, 2019): [There's another reason to buy green products](#)

Euronews (Dec. 15, 2019): [Buying Green Might Bring You that 'Warm Glow'](#)

6. Atalay, A. Selin, **H. Onur Bodur**, and Etienne Bressoud (2017), "When and How Multitasking Impacts Consumer Decisions," *Journal of Retailing*, 93(2), 187-200 (DOI:10.1016/j.jretai.2016.09.001).

Consumer Affairs (November 16, 2016): [How multitasking can make you a worse shopper.](#)

Psychology Today (November 23, 2016): [In a Store and on the Phone: A Risky Mix?](#)

Phys.Org (November 15, 2016): [Too stressed to make smart purchases? Multitasking can affect shopping performance](#)

Science Daily (November 15, 2016): [Too stressed to make smart purchases?](#)

Domain-B (November 16, 2016): [Too stressed to make smart purchases?](#)

Real Simple (November 30, 2016). [Here's why you shouldn't multitask while shopping.](#)

7. **Bodur, H. Onur**, Maryam Tofighi*, and Bianca Grohmann (2016), "When Should Private Label Brands Endorse Ethical Attributes?" *Journal of Retailing*, 92(2), 204-217 (DOI:10.1016/j.jretai.2015.11.001). (impact factor =3.77, 5 year impact factor =4.61, SSCI =2, Google scholar =3). *With graduate student.

Sample media mention:

Le Devoir (R. Tamburri, January 26, 2016): [Produits vertueux cherchent consommateurs consciencieux pour relation durable.](#)

Retail Wire (May 2, 2016): [Should lower-tier private labels avoid being 'ethical'?](#)

Health Medicine Network (April 20, 2016): [Eco-friendly store brands are a win-win-win situation](#)

[Science Newline](#), [NewsWise](#).

8. **Bodur, H. Onur**, Noreen Klein, and Neeraj Arora (2015), "Understanding Consumer's Use of Online Price Information," *Journal of Retailing*, 91(1), 125-139 (DOI: 10.1016/j.jretai.2014.09.003).

1-on-1 TV Interview with M. Takehashi:@ CTV "How online retail is helping stores," (April 10, 2015, see: <http://montreal.ctvnews.ca/video?playlistId=1.2321130>).

The Globe and Mail (R. Tamburri) "How online price-comparison sites affect consumer shopping habits," (April 14, 2015).

9. **Bodur, H. Onur**, Kimberly Duval*, and Bianca Grohmann (2014), "Will You Purchase Environmentally-Friendly Products? Using Prediction Requests to Increase Choice of Sustainable Products," *Journal of Business Ethics*, 129(1), 59-75 (DOI: 10.1007/s10551-014-2143-6).

[USA News](#) (US), [Waste Dive](#) (US), [Science Daily](#) (US), [News](#) (US), [The Needs](#) (US), [Phys Org](#) (US), [Science Codex](#) (US), [Click Green](#) (US); [Climate & Wire](#) (US), [Technobahn](#) (US).

10. **Bodur, H. Onur**, Ting Gao*, and Bianca Grohmann (2014), "The Ethical Attribute Stigma: Understanding When Ethical Attributes Improve Consumer Responses to

Product Evaluations," *Journal of Business Ethics*, 122(1), 167-177 (DOI: 10.1007/s10551-013-1764-5).

Science Daily (US); e!ScienceNews (US); PhysOrg (US); LivingBiology (US); ScienceNewsLine (US); Technology.org (US); Jersey Tribune (US); UNFOXNews (US); Feed Story (US); Red Orbit (US); CT News (France).

11. Atalay, A. Selin, H. Onur Bodur, and Dina Rasolofoarison (2012), "Shining in the Center: Central Gaze Cascade Effect on Product Choice," *Journal of Consumer Research*, 39(4), 848-866.

Radio Canada (CBC-Canada); Marketing News (US); Clarin (Argentina); BBC Mundo (UK); Globe and Mail (Canada: July 18, 2012). [Centre is the sweet spot for products on display, study finds](#); SudDeutsche Zeitung (Germany); Science Daily (US).

12. Bélisle, Jean-François and H. Onur Bodur (2010), "Avatars as Information: Perception of Consumers Based on Their Avatars in the Virtual World," *Psychology & Marketing*, 27(8), August, 741-765.

Radio interview on avatars with Dan Delmar (CJAD 800/VIRGIN RADIO 96/CHOM 97.7); Der Standard (Austria); Kurier (Austria); news.ch (Switzerland); St.Gallen online (Switzerland); Discovery News (US); Correio Braziliense (Brazil); e! Science News (US); First Science (US); PhysOrg.com (US); Red Orbit (US); Science Daily (US); Big News Network (Australia).

PROFESSIONAL AFFILIATIONS: _____

ACR - Association for Consumer Research

SCP – Society for Consumer Psychology

EMAC – European Marketing Academy

ASAC – Administrative Sciences Association of Canada

SJDM – Society for Judgment and Decision Making

CIRANO – Centre for Interuniversity Research and Analysis on Organizations