

# BRENT MCFERRAN

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## **Office**

Beedie School of Business  
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## **Academic Positions**

- 2016 - *W.J. VanDusen Associate Professor of Marketing*  
Simon Fraser University
- 2013-2016 *Assistant Professor of Marketing*  
Simon Fraser University
- 2012-2013 *Arnold M. and Linda T. Jacob Assistant Professor of Marketing*  
University of Michigan
- 2010-2014 *Assistant Professor of Marketing*  
University of Michigan
- 2009-2011 *Assistant Professor of Marketing*  
University of British Columbia, Okanagan campus

## **Education**

- 2004-2009 Ph.D., University of British Columbia (Marketing)
- 1999-2003 B.Comm (Hons.), With Distinction, University of Manitoba (Marketing)
  - Program Gold Medal (first in class, Marketing)

## **Research Interests**

- Social and Interpersonal Influences
- Moral Psychology and Prosocial Behavior

## **Awards and Recognition**

### *Research*

- Society for Consumer Psychology (APA Division 23) Early Career Contribution Award, 2017
- Marketing Science Institute Young Scholar, 2017
- *Journal of Consumer Research* best paper award for 2010, runner up (awarded 2013)
- Robert Ferber Award, *Journal of Consumer Research* (Best dissertation-based paper), Honorable mention, 2010
- SFU Dean's Research Excellence Award (Inaugural Faculty Researcher of the Year), 2019
- Association for Consumer Research Doctoral Consortium Faculty, 2012, 2013, 2014, 2015, 2016, 2017 (Early Career Mentoring), 2019

- Society for Consumer Psychology Doctoral Consortium Faculty, 2014, 2015, 2016, 2017, 2018
- AMA Sheth Doctoral Consortium Faculty, 2012, 2017
- Academy of Marketing Science Doctoral Consortium Faculty, 2019
- Arnold M. and Linda T. Jacob Faculty Development Award (Business school-wide junior faculty award for “excellence in scholarly research that goes beyond the comfort zone of incremental findings”), 2012
- *Journal of Consumer Research* Outstanding Reviewer Award, 2015, 2019
- *Journal of the Academy of Marketing Science*, Outstanding Reviewer Award, 2018
- *Canadian Journal of Administrative Sciences*, Outstanding Reviewer Award, 2010
- Association for Consumer Research (ACR)-Sheth 2008 Dissertation Proposal Competition, Winner (Public Purpose Track)
- Society for Consumer Psychology (SCP) 2008 Dissertation Proposal Competition, Winner
- AMA-Sheth Doctoral Consortium Fellow, 2008

### *Teaching*

- SFU Teaching Honor Roll (top 10% of faculty), 2013-14, 2014-15, 2015-16
- UBC Graduate Teaching Award (Best student instructor across Business and Law schools), 2008

### **Refereed Journal Publications**

1. Liu, Peggy J., Brent McFerran, and Kelly L. Haws (2020), “Mindful Matching: Ordinal Versus Nominal Attributes”, *Journal of Marketing Research*.
2. Hagen, Linda, Aradhna Krishna, and Brent McFerran (2019), “Outsourcing Responsibility for Indulgent Food Consumption to Prevent Negative Affect”, *Journal of the Association for Consumer Research*, 4, (2, April), 136-146.
3. McFerran, Brent, Sarah G. Moore, and Grant Packard (2019), “How Should Companies Talk to Customers Online?”, *MIT Sloan Management Review*, 60 (2, Winter), 68-71.
4. Packard, Grant, Sarah G. Moore, and Brent McFerran (2018), “How Can “I” Help “You”? The Impact of Personal Pronoun Use in Customer-Firm Agent Interactions”, *Journal of Marketing Research*, 55 (4, August), 541-555.
  - Formerly Marketing Science Institute Working Paper Series #14-110
  - MSI “What Marketers Are Talking About”
  - Featured in *Wall Street Journal*, *CBC*, *Globe and Mail*, *Knowledge@Wharton Business in Vancouver*
5. Ahuvia, Aaron, Nitika Garg, Rajeev Batra, Brent McFerran, and Pablo Brice de Diesbach (2018), “Pride of Ownership: An Identity-Based Model”, *Journal of the Association for Consumer Research*, 3 (2, April), 216-228.
6. Karnani, Aneel, Brent McFerran, and Anirban Mukhopadhyay (2017), “Corporate Leanwashing and Consumer Beliefs About Obesity”. *Current Nutrition Reports*, 6 (3), 206-211.
7. Haws, Kelly L. Brent McFerran, and Joseph P. Redden (2017), “The Satiating Effect of Pricing: The Effect of Price on Enjoyment Over Time”. *Journal of Consumer Psychology*, 27 (3), 341-346.
  - Featured in *Science Daily*, *CFAX*, *Business in Vancouver*
8. Moore, Sarah G. and Brent McFerran (2017), “She Said, She Said: Linguistic Mimicry in Online Word of Mouth”. *Journal of the Association for Consumer Research*, 2 (2), 229-245.

9. Kristofferson, Kirk, Brent McFerran, Andrea C. Morales, and Darren W. Dahl (2017), "The Dark Side of Scarcity Promotions: How Exposure to Limited Quantity Promotions Can Induce Aggression", *Journal of Consumer Research*, 43 (5, February), 683-706.

-Featured in *Chicago Tribune, Boston Globe, Vancouver Sun, CTV news, CBS News Business in Vancouver, Fox News Phoenix, Pittsburgh Post-Gazette, Wharton Business Radio, Austin Business Journal*

10. Hagen, Linda, Aradhna Krishna, and Brent McFerran (2017), "Rejecting Responsibility: Low Physical Involvement in Obtaining Food Promotes Unhealthy Eating", *Journal of Marketing Research*, 54 (4, August), 589-604.

-Featured in *Wall Street Journal, Forbes, Cosmopolitan, Independent (UK), AskMen, Reader's Digest, Health, Good Housekeeping*

11. Wang, Wenbo, Aradhna Krishna, and Brent McFerran (2017) "Turning Off the Lights: Consumers' Environmental Efforts Depend on Visible Efforts of Firms". *Journal of Marketing Research*, 54 (3, June), 478-494.

-Featured in *CBC, Globe and Mail, Phys.org, CB, Science Daily, OneWorld (NL)*

12. Karnani, Aneel, Brent McFerran, and Anirban Mukhopadhyay (2016), "The Obesity Crisis as Market Failure: An Analysis of Systemic Causes and Corrective Mechanisms", *Journal of the Association for Consumer Research*, 1 (3), 445-470.

-Featured in *South China Morning Post*

13. Olson, Jenny G., Brent McFerran, Andrea C. Morales, and Darren W. Dahl (2016), "Wealth and Welfare: Divergent Moral Reactions to Ethical Consumer Choices", *Journal of Consumer Research*, (6, April), 879-896.

-Featured in *Boston Globe, Huffington Post, CBC, Science Daily, KGO Radio San Francisco, University Affairs, Phys.org, Psychology Today*

14. Lin, Lily and Brent McFerran (2016), "The (Ironic) Dove Effect: Use of Acceptance Cues for Larger Body Types Increases Unhealthy Behaviors", *Journal of Public Policy and Marketing*, 25 (1, Spring), 76-90.

-Featured in *Global news, CBC radio, CBC TV, Reuters, CFAX, Vancity buzz, CKNW, Vancouver Sun, EurekaAlert, Science Codex, Business Standard, Daily Mail (UK), Hindustan times, The Statesman, New Delhi Television, Free Press Journal (India), CTV news, Huffington Post, Medical Xpress, People, Russian Week, Newstalk 1010 (Toronto), Globe and Mail, Handigarh Tribune, The Hans India, Tech Times, Health Newsline, Mic.com, Shape, News.com.au, Revista Sábado, Notícias ao Minuto (Liberção de Imprensa), International Business Times (Australia), Madame Noire, Forbes, Reddit, Banjarmasin Post, Descopera, Xinhua, Metro, Irish independent, Medical Daily, Newsroom America, Virgula*

15. Karnani, Aneel, Brent McFerran, and Anirban Mukhopadhyay (2014), "Leanwashing: A Hidden Factor in the Obesity Crisis". *California Management Review*, 56 (4), 5-30.

-Lead article

-Featured in *South China Morning Post, Globe and Mail, CBC Radio, Medical XPress, CKNW 990, CFAX 1070, Psychology Today*

16. McFerran, Brent, Karl Aquino, and Jessica L. Tracy (2014), "Evidence for Two Facets of Pride in Consumption: Findings From Luxury Brands". *Journal of Consumer Psychology*, 24 (4), 455-471.

-Lead article

-Featured in *Canada.com, Vancouver Sun, Calgary Herald, Montreal Gazette, Toronto Observer, Star-Phoenix, Regina Leader Post, International Business Times, Business Insider*

17. Gu, Jun, Brent McFerran, Karl Aquino, and Tai Gyu Kim (2014), "What Makes Affirmative Action-Based Hiring Decisions Seem (Un)Fair? A Test of an Ideological Explanation for Fairness Judgments". *Journal of Organizational Behavior*, 35 (5), 722-745.

- Featured in *Phys.org*, *1130 News Vancouver*, *Business in Vancouver*

18. McFerran, Brent and Jennifer J. Argo, (2014), "The Entourage Effect" *Journal of Consumer Research*, 40 (5, February), 871-884.

-Featured in *NPR*, *Canada.com*, *Edmonton Journal*, *Montreal Gazette*, *Science Daily*, *LinkedIn Today*, *Phys.org*, *Science Codex*, *Loyalty Management*

19. McFerran, Brent and Anirban Mukhopadhyay (2013), "Lay Theories of Obesity Predict Actual Body Mass", *Psychological Science*, 24 (8), 1428-1436.

-Featured in *Shape*, *Forbes*, *Huffington Post*, *Daily Mail*, *South China Morning Post*, *Yahoo!*, *Times of India*, *NBC news*, *Fox News*, *Science Daily*, *Health.com*, *ABC news*, *Self*, *Women's Health*, *Allure*, *Forbes*, *FiveThirtyEight*

20. Aquino, Karl, Brent McFerran, and Marjorie Laven (2011), "Moral Identity and the Experience of Moral Elevation in Response to Acts of Uncommon Goodness", *Journal of Personality and Social Psychology*, 100(4), 703-718.

-Lead article

-Featured in *CBC*, *Globe and Mail*, *Yahoo!*, *Canada.com*, *UPI*, *Epoch Times*, *Montreal Gazette*, *Vancouver Sun*, *Vancouver Province*, *Ottawa Citizen*, *PhysOrg*, *CityTV*, *Edmonton Journal*

21. McFerran, Brent, Darren W. Dahl, Gerald J. Gorn, and Heather L. Honea (2010), "Motivational Determinants of Transportation into Marketing Narratives", *Journal of Consumer Psychology*, 20(3), 306-316.

22. McFerran, Brent, Darren W. Dahl, Gavan J. Fitzsimons, and Andrea C. Morales (2010), "Might an Overweight Waitress Make You Eat More? How The Body Type of Others is Sufficient to Alter Our Food Consumption", *Journal of Consumer Psychology*, 20(2), 146-151.

- Featured in *Harvard Business Review*, *NPR*, *Psychology Today*, *Globe and Mail*, *Hindustan Times*

23. McFerran, Brent, Darren W. Dahl, Gavan J. Fitzsimons, and Andrea C. Morales (2010), "I'll Have What She's Having: Effects of Social Influence and Body Type on the Food Choices of Others". *Journal of Consumer Research*, 36(6, April). 915-929.

- JCR Best Paper Award for 2010, runner-up (2013)

- Robert Ferber Award, Honorable Mention (2010)

- Reprinted in *JCR research curations* (Food Decision Making, Spring 2012, Editor Lauren Block)

- Featured in hundreds of outlets on all 6 continents including: *New York Times*, *Financial Times*, *Time*, *National Post*, *Los Angeles Times*, *MSNBC*, *Toronto Star*, *CBC*, *NPR*, *ABC News*, *Yahoo News*, *Fox News*, *Daily Mail*, *Vancouver Sun*, *Oprah Magazine*, *Globe and Mail*, *BBC*, *Daily Telegraph*, *Weight Watchers*, *Cosmopolitan*, *Wired*, *Eurekalert!* *Self*, *Allure*, *Science Daily*, *Women's Health*, *China Daily*, *Sydney Morning Herald*, *Hindustan Times*, *UPI*, *Fitness*, *Reuters Health*, *Canada.com*, *PhysOrg*, *Eating Well*, *Brisbane Times*, *Medical News Today*, *Vancouver Province*, *Montreal Citizen*, *Ottawa Citizen*, *The Scotsman*, *Prevention*

24. McFerran, Brent, Karl Aquino, and Michelle Duffy (2010), "How Personality and Moral Identity Relate to Individuals' Ethical Ideology". *Business Ethics Quarterly*, 20(1), 35-56.

25. Freeman, Dan, Karl Aquino, and Brent McFerran (2009), "Overcoming Beneficiary Race as an Impediment to Charitable Donations: Social Dominance Orientation, the Experience of Moral Elevation, and Donation Behavior". *Personality and Social Psychology Bulletin*, 35(1), 72-84.

### **Other Articles**

26. Haws, Kelly L., Brent McFerran, and Peggy J. Liu (2019), "I'll Have What She's Having: How and Why We Copy the Choices of Others," *The Conversation*, September 6.  
<http://theconversation.com/ill-have-what-shes-having-how-and-why-we-copy-the-choices-of-others-122682>

27. Packard, Grant, Sarah G. Moore, and Brent McFerran (2019), "I, Me, & My: Little Words that Make a Big Difference in Agent-Customer Interactions," *Keller Center for Research at Baylor Business*, 12, (2, June).

28. Moore, Sarah G., Brent McFerran, and Grant Packard (2018), "The Words and Phrases to Use – and to Avoid – When Talking to Customers Online," *Harvard Business Review* online (hbr.org, <https://hbr.org/2018/10/the-words-and-phrases-to-use-and-to-avoid-when-talking-to-customers>), October 4, 2018.

29. Karnani, Aneel, Brent McFerran, and Anirban Mukhopadhyay (2014), "Leanwashing: A Hidden Factor in the Obesity Crisis", *European Financial Review*,  
<http://www.europeanfinancialreview.com/leanwashing-a-hidden-factor-in-the-obesity-crisis/>

### **Book Chapters**

30. Olson, Jenny G., Brent McFerran, Andrea C. Morales, and Darren W. Dahl (2019), "Identity-Based Perceptions of *Others'* Consumption Choices," in Mark Forehand and Americus Reed II (Eds.) *Handbook of Research on Identity Theory in Marketing*. Cheltham, UK: Elgar Publishing.

31. McFerran, Brent (2015), "Social Norms, Beliefs, and Health," in Christina A. Roberto and Ichiro Kawachi (Eds.) *Behavioral Economics and Public Health*. Oxford: Oxford University Press.

32. McFerran, Brent, Darren W. Dahl, Gavan J. Fitzsimons, and Andrea C. Morales (2011), "How The Body Type of Others Impacts Our Food Consumption", in Rajeev Batra, Punam Anand Keller, and Victor Strecher (Eds.), *Leveraging Consumer Psychology for Effective Health Communications: The Obesity Challenge*. Armonk, NY: M.E. Sharpe.

### **Research Grants**

2019-2022 - Social Sciences and Humanities Research Council of Canada (SSHRC), Insight Grant. "Less is More? Ephemerality in Online Marketing Communication". \$90,588, Sole Investigator.

2014-2018 - Social Sciences and Humanities Research Council of Canada (SSHRC), Insight Grant. "Compromising Big Data: Implications of Consumers' Feeling Tracked in the Marketplace". \$151,811, Primary investigator.

2012 – Association for Consumer Research, Transformative Consumer Research Grant. “Created Equal? The Morality of Food and the People Who Eat It”. \$1750, Co-investigator.

2011-2013 - Social Sciences and Humanities Research Council of Canada (SSHRC), Insight Development Grant. “Linguistic Mimicry in Online Word of Mouth”. \$34,600, Sole collaborator (PI: Sarah Moore).

2010-2013 - Social Sciences and Humanities Research Council of Canada (SSHRC), Standard Research Grant. “Antecedents and Consequences of Status Contagion in a Consumer Context”. \$76,847, Primary Investigator. (declined beginning July 2011)

2010 - UBC Internal, “Towards an Understanding of Pride in Consumption Contexts”. \$9500, Primary Investigator.

### **Associate Editor**

*Journal of Consumer Psychology* (2018 – present)

*Journal of Consumer Research* (2020 – present)

### **Editorial Review Boards**

*Journal of Consumer Psychology* (2013 – 2017; also Guest AE)

*Journal of Consumer Research* (2014 – 2020; also Guest AE)

*Journal of the Academy of Marketing Science* (2015 – present)

*Journal of Retailing* (2018 – present)

*Journal of Marketing Research* (2019 – present)

### **Reviewing - Journals (Partial list)**

#### Marketing

*Journal of Marketing*

*International Journal of Research in Marketing*

*Journal of Public Policy and Marketing*

*European Journal of Marketing*

*Journal of the Association for Consumer Research*

*Journal of Consumer Affairs*

*Nonprofit and Voluntary Sector Quarterly*

*Canadian Journal of Administrative Sciences*

#### Psychology

*Journal of Experimental Psychology: Applied*

*Social and Personality Psychological Science*

*Personality and Social Psychology Bulletin*

*Health Psychology*

*Social Influence*

*Applied Psychology: An International Review*

#### Management

*Organizational Behavior and Human Decision Processes*

*Human Relations*

*Journal of Management Inquiry*

*Journal of Business Ethics*

*Environment and Behavior*

## Public Health

*Appetite*

*Nutrition, Metabolism & Cardiovascular Diseases*

*Journal of Adolescent Health*

*Public Health Nutrition*

## **Grant Reviewing**

Social Sciences and Humanities Research Council of Canada (SSHRC)

Hong Kong Research Grants Council (RGC)

Israel Science Foundation (ISF)

## **Conference Reviewing**

Association for Consumer Research (North American and International Conferences)

Society for Consumer Psychology (North American and International Conferences, Doctoral Dissertation Proposal Award)

American Marketing Association, Winter Educators Conference

European Marketing Academy Conference (EMAC)

Behavioral Decision Research in Management Conference (BDRM)

La Londe Conference

## **Book Proposal Reviewing**

Taylor and Francis Group

## **Presentations at Academic Institutions (Marketing unless otherwise noted)**

University of Manitoba (June 2019)

University of Alberta Camp (May 2019)

D.C. Marketing Colloquium at George Mason (Nov. 2018)

Northwestern Camp (Sep. 2018)

Tel Aviv University (Jun. 2018)

The University of Hong Kong (Apr. 2018)

Chinese University of Hong Kong (Apr. 2018)

University of Southern California (Dec. 2017)

University of Maryland Camp (Oct. 2017)

Victoria University of Wellington (Oct. 2017)

University of Canterbury (Sep. 2017)

University of Bath (May 2017)

San Diego-area Marketing Camp (May 2017)

Nanyang Technological University (Apr. 2017)

University of Cincinnati Camp (Mar. 2017)

Hong Kong Polytechnic University (Feb. 2017)

Vanderbilt University (Dec. 2016)

Stanford University (May 2016)

York University (Mar. 2016)

University of Houston (Feb. 2016)

University of Miami (Oct. 2015)

Simon Fraser University, Social Psychology (Feb. 2014)

University of Michigan, Social Psychology (Feb. 2013)

University of Michigan, Management and Organizations (Feb. 2013)

York University (Nov. 2012)

Simon Fraser University (Nov. 2011)

Queen's University, Moral Decision Making Conference (Jun. 2011)

University of Michigan, Positive Organizational Scholarship (Feb. 2011)

University of Michigan (Mar. 2010)  
McGill University (Nov. 2009)  
University of Pittsburgh (Oct. 2009)  
University of British Columbia - Okanagan (Nov. 2008)  
Queen's University (Oct. 2008)  
Boston College (Oct. 2008)  
Boston University (Oct. 2008)  
INSEAD - France (Sep. 2008)  
McGill University (Sep. 2008)  
Concordia University (Sep. 2008)

### **Conference Presentations**

Brent McFerran, "Consumer Interpersonal Moral Judgments," 2<sup>nd</sup> Conference on Morality and Immorality; Hamburg, Germany, December 2019.

McFerran, Brent and Jennifer J. Argo "Felt Status, Social Contagion, and Consumer Word-of-Mouth in Preferential Treatment Contexts," AMA Conference on Managerially Relevant Consumer Insights; Bern, Switzerland, July 2019.

Yu, Yunzhijun and Brent McFerran, "What is Yours Looks Like Mine: Examining Extended Psychological Ownership in Consumer Possessions," Northwest Marketing Symposium; Portland, OR, May 2019.

Yu, Yunzhijun and Brent McFerran, "What is Yours Looks Like Mine: Examining Extended Psychological Ownership in Consumer Possessions," Society for Consumer Psychology Conference; Savannah, GA, March 2019.

McFerran, Brent and Jennifer J. Argo "Felt Status, Social Contagion, and Consumer Word-of-Mouth in Preferential Treatment Contexts," Society for Consumer Psychology Conference; Savannah, GA, March 2019.

Allard, Thomas and Brent McFerran, "Crime and Punishment through the Political Lens: How Liberals Forgive, Conservatives Punish Ethical Brand Users," Society for Consumer Psychology Boutique Conference; Savannah, GA, March 2019.

McFerran, Brent and Jennifer J. Argo "Felt Status, Social Contagion, and Consumer Word-of-Mouth in Preferential Treatment Contexts," Association for Consumer Research Conference; Dallas, TX, October 2019.

Allard, Thomas and Brent McFerran, "Crime and Punishment through the Political Lens: How Liberals Forgive, and Conservatives Punish Ethical Brand Users," Association for Consumer Research Conference; Dallas, TX, October 2019.

Zatzick, Chris, Brent Lyons, Gervase Bushe, Tracy Thompson, and Brent McFerran, "Disability Employment and Coworker Elevation," Academy of Management Conference; Chicago, IL, August 2018.

Morales, Andrea and Brent McFerran, "Keeping it Real in Experimental Research – An Interactive Special Session to Understand When, Where, and How to Enhance Realism and Measure Consumer Behavior". Winter AMA Conference; New Orleans, LA, February 2018.

Hagen, Linda, Aradhna Krishna, and Brent McFerran, "Outsourcing Responsibility for Indulgences," Winter AMA Conference; New Orleans, LA, February 2018.

Liu, Peggy, Brent McFerran, and Kelly Haws, "Mindful Mimicry: Vertically Versus Horizontally Differentiated Attributes," Society for Consumer Psychology Conference; Dallas, TX, February 2018.

McFerran, Brent and Jennifer J. Argo "Status By Association," Judgment and Decision Making Winter Symposium; Snowbird, Utah, January 2018.

Hagen, Linda, Aradhna Krishna, and Brent McFerran, "Outsourcing Responsibility for Indulgences," Society for Consumer Psychology Boutique International Conference; Sydney, Australia, January 2018.

Allard, Thomas and Brent McFerran, "Crime and Punishment through the Political Lens: How Liberals Forgive, and Conservatives Punish Ethical Brand Users," Society for Consumer Psychology Boutique International Conference; Sydney, Australia, January 2018.

Kristofferson, Kirk, Andrea C. Morales, Brent McFerran, and Darren W. Dahl, "Can NFL Players be Viewed as Victims? How Camera Angles Can Increase Sympathy Towards Athletes," Association for Consumer Research Conference; San Diego, CA, October 2017.

Olson, Jenny G, Brent McFerran, Andrea C. Morales, and Darren W. Dahl, "Waste Not, Want Not: Consumers' Income Shapes Moral Judgments Towards Resource (Mis)Management," Association for Consumer Research Conference; San Diego, CA, October 2017.

Liu, Peggy, Kelly Haws, and Brent McFerran, "Mindful Mimicry: Vertically Versus Horizontally Differentiated Attributes," Association for Consumer Research Conference; San Diego, CA, October 2017.

Roux, Caroline, Meng Zhu, Kelly Goldsmith, et al., "Scarcity Roundtable," Association for Consumer Research Conference; San Diego, CA, October 2017.

Haws, Kelly L., Brent McFerran, and Joseph P. Redden, "The Satiating Effect of Pricing: The Influence of Price on Enjoyment over Time," La Londe Conference; La Londe-les-Maures, France, June 2017.

Olson, Jenny G, Brent McFerran, Andrea C. Morales, and Darren W. Dahl, "Waste Not, Want Not: Consumers' Income Shapes Moral Judgments Towards Resource (Mis)Management," Society for Consumer Psychology Conference; San Francisco, CA, February 2017.

Wang, Wenbo, Aradhna Krishna, and Brent McFerran, "Turning Off the Lights: Consumers' Environmental Efforts Depend on Visible Efforts of Firms," Judgment and Decision Making Winter Symposium; Snowbird, Utah, January 2017.

Hagen, Linda, Aradhna Krishna, and Brent McFerran, "Outsourcing Responsibility for Indulgences," Association for Consumer Research Conference; Berlin, Germany, October 2016.

Karnani, Aneel, Brent McFerran, and Anirban Mukhopadhyay, "Correcting Market Failures to Address the Obesity Crisis," Academy of Management Meeting, Anaheim, CA, August 2016.

Karnani, Aneel, Brent McFerran, and Anirban Mukhopadhyay, "Correcting Market Failures to Address the Obesity Crisis," 19th International Symposium on Ethics, Business and Society; IESE, Barcelona, Spain, July 2016.

Olson, Jenny, Brent McFerran, and Jeffrey Sanchez-Burks, "Consumers Forego Benefits to Avoid the Scrutiny of Behavioral Tracking," European Marketing Academy Conference; Oslo, Norway, May 2016.

Kristofferson, Kirk, Brent McFerran, Andrea C. Morales, and Darren W. Dahl, "Only One Left – I'll Fight you for It! Scarcity Promotion Advertising and Aggressive Behavior," Society for Consumer Psychology Conference; St Pete's Beach, FL, February 2016.

Crain, Katherine, Jonah Berger, Ashlee Humphries, et al. "Who are You? Exploring Consumer Authenticity," Association for Consumer Research Conference; New Orleans, LA, October 2015.

Krishna, Aradhna, Brent McFerran, and Wenbo Wang, "Perception of Environmentally-Friendly Efforts as Green or Greed," Association for Consumer Research Conference; Hong Kong, June 2015.

Kamins, Michael A., Ingrid M. Martin, Marlys Mason et al., "The Tipping Point: Going from Adaptive to Maladaptive Consumption Behavior," Marketing and Public Policy Conference: Washington, DC, June 2015.

Hagen, Linda, Aradhna Krishna, and Brent McFerran, "Cater to me: Who Serves Food Shapes Self-Evaluation and Eating Decisions," Society for Consumer Psychology Conference; Phoenix, AZ, February 2015.

Redden, Joseph P., Kelly L. Haws, and Brent McFerran, "The Satiating Effect of Pricing: The Influence of Price on Enjoyment over Time," Society for Consumer Psychology Conference; Phoenix, AZ, February 2015.

Packard, Grant, Sarah G. Moore, and Brent McFerran, "How Can "I" Help "You"? The Impact of Personal Pronoun Use in Customer-Firm Agent Interactions," Judgment and Decision Making Winter Symposium; Snowbird, UT, January 2015.

Krishna, Aradhna, Brent McFerran, and Wenbo Wang, "Perception of Environmentally-Friendly Efforts as Green or Greed," Association for Consumer Research Conference; Baltimore, MD, October 2014.

Kristofferson, Kirk, Brent McFerran, Andrea C. Morales, and Darren W. Dahl, "The Dark Side of Marketing Tactics: Scarcity Promotions Induce Aggressive Behavior," Association for Consumer Research Conference; Baltimore, MD, October 2014.

Packard, Grant, Sarah G. Moore, and Brent McFerran, "Putting the Customer Second: Pronoun Use in Customer-Firm Interactions," Society for Consumer Psychology Conference; Miami, FL, March 2014.

McFerran, Brent and Jennifer J. Argo, "The Entourage Effect," Society for Consumer Psychology Conference; Miami, FL, March 2014.

McFerran, Brent and Jennifer J. Argo, "The Entourage Effect," Judgment and Decision Making Winter Symposium; Snowbird, UT, January 2014.

Packard, Grant, Sarah G. Moore, and Brent McFeran, "Putting the Customer Second: Pronouns in Customer-Firm Interactions," Association for Consumer Research Conference; Chicago, IL, October 2013.

Hagen, Anna Linda, Aradhna Krishna and Brent McFerran, "Is Self-Serving Self-Serving? Who Serves Food Shapes Self-Evaluation and Eating Decisions," Association for Consumer Research Conference; Chicago, IL, October 2013.

McFerran, Brent and Anirban Mukhopadhyay, "Lay Theories of Obesity Predict Actual Body Mass," Society for Consumer Psychology Conference; San Antonio, TX, February 2013.

Olson, Jenny G, Brent McFerran, Andrea C. Morales, and Darren W. Dahl "Are You Rich Enough to Eat Organic? Moral Judgments Depend on the Income of the Target," Society for Consumer Psychology Conference; San Antonio, TX, February 2013.

Hagen, Anna Linda, Brent McFerran, and Aradhna Krishna "Cater to Me: Serving-style Shapes Positive Feelings Through Self-serving Attributions of Responsibility," Society for Consumer Psychology Conference; San Antonio, TX, February 2013.

Gu, Jun, Brent McFerran, Karl Aquino, and Tai Gyu Kim, "What Makes Affirmative Action Seem (Un)fair? A Test of an Ideological Explanation for Fairness Judgments," Society for Personality and Social Psychology Conference; New Orleans, LA, January 2013.

Hagen, Anna Linda, Brent McFerran, and Aradhna Krishna, "When Self-Serving Does Not Serve the Self: The Role of Serving-Mode in Food Consumption," Judgment and Decision Making Conference; Minneapolis, MN, November 2012.

Lin, Lily and Brent McFerran, "The Dove Effect: How Normalizing Overweight Body Types Increases Unhealthy Food Consumption and Lowers Motivation to Engage in Healthy Behaviors," Association for Consumer Research Conference; Vancouver, BC, October 2012.

McFerran, Brent and Jennifer J. Argo "Status By Association," Association for Consumer Research Conference; Vancouver, BC, October 2012.

Olson, Jenny G, Brent McFerran, Andrea C. Morales, and Darren W. Dahl "Created Equal? The Morality of Food and the People Who Eat It," Association for Consumer Research Conference; Vancouver, BC, October 2012.

Hagen, Anna Linda, Brent McFerran, and Aradhna Krishna "When Self-Serving Does Not Serve the Self: The Role of Serving-Mode in Food Consumption," Association for Consumer Research Conference; Vancouver, BC, October 2012.

Moore, Sarah G. and Brent McFerran, "Linguistic Mimicry in Online Word of Mouth," Society for Consumer Psychology; Florence, Italy, June 2012.

Moore, Sarah G. and Brent McFerran, "Linguistic Mimicry in Online Word of Mouth," Association for Consumer Research Conference; St. Louis, MO, October 2011.

Mick, David, Richard Lutz, et al., "Sheth Foundation 20th Anniversary Celebration," Association for Consumer Research Conference; St. Louis, MO, October 2011.

McFerran, Brent and Jennifer J. Argo, "The Status by Association Effect," Society for Consumer Psychology Conference; Atlanta, GA, February 2011.

Lin, Lily and Brent McFerran, "The Dove Effect: How the Normalization of Obesity Can Influence Food Consumption," Society for Consumer Psychology Conference; Atlanta, GA, February 2011.

McFerran, Brent and Anirban Mukhopadhyay, "Lay Theories of Obesity: Accessible Cognitions Influence Indulgence," University of Western Ontario Ivey Research Camp; London, ON, January 2011.

McFerran, Brent and Anirban Mukhopadhyay, "Lay Theories of Obesity," Association for Consumer Research Conference; Jacksonville, FL, October 2010.

Lin, Lily and Brent McFerran, "The Dove Effect: How the Normalization of Obesity Can Influence Food Consumption," Association for Consumer Research Conference; Jacksonville, FL, October 2010.

McFerran, Brent, Karl Aquino, and Jessica L. Tracy, "Evidence for Two Faces of Pride in Consumption: Findings From Luxury Brands", Association for Consumer Research Conference; Jacksonville, FL, October 2010.

Aquino, Karl, Brent McFerran, and Marjorie Laven, "Moral Identity and the Experience of Moral Elevation in Response to Acts of Uncommon Goodness", Society for Personality and Social Psychology Conference; Las Vegas, NV, January 2010.

McFerran, Brent, Darren W. Dahl, Gavan J. Fitzsimons, and Andrea C. Morales, "Might a Heavier Waitress Make You Eat More, Less, or Differently?", Association for Consumer Research Conference; Pittsburgh, PA, October 2009.

McFerran, Brent, Darren W. Dahl, Gavan J. Fitzsimons, and Andrea C. Morales, "Effects of Obesity and Social Influence on the Food Choices of Others", Advertising and Consumer Psychology Conference; Ann Arbor, MI, May 2009.

McFerran, Brent, Darren W. Dahl, Gavan J. Fitzsimons, and Andrea C. Morales, "I'll Have What She's Having: The Social Influence of Obese Consumers on the Food Choices of Others", Society for Consumer Psychology Conference; San Diego, CA, February 2009.

McFerran, Brent, Darren W. Dahl, Gerald Gorn, and Heather Honea, "Constructing The Fantasy: Motivation, Transportation, and Lottery Advertising", Society for Consumer Psychology Conference; San Diego, CA, February 2009.

McFerran, Brent, Darren W. Dahl, Gavan J. Fitzsimons, and Andrea C. Morales, "Super Size Me: The Social Influence of Obese Consumers on the Food Choices of Others", Association for Consumer Research Conference; San Francisco, CA, October 2008.

van den Hende, Ellis and Brent McFerran, "Narrative Transportation for Product Evaluation: Can Consumers Make the Difference?", Association for Consumer Research Conference; San Francisco, CA, October 2008.

McFerran, Brent, Darren W. Dahl, Gerald Gorn, and Heather Honea, "Fantasizing about winning: Cognitive and Motivational Antecedents of Narrative Transportation", Association for Consumer Research Conference; Memphis, TN, October 2007.

Freeman, Dan, Brent McFerran, Karl Aquino, and Stefan Thau, "Why Materialistic Birds of a Feather Should Not Shop Together", Association for Consumer Research Conference; Memphis, TN, October 2007.

McFerran, Brent, Darren W. Dahl, Gerald Gorn, and Heather Honea, "Fantasizing about winning: Cognitive and Motivational Antecedents of Narrative Transportation", Administrative Sciences Association of Canada; Ottawa, ON, June 2007.

## **Teaching Experience**

### Simon Fraser University

- Marketing Tech-Based Products and Services
- New Product Development and Design
- Ethical Issues in Marketing
- Dissertation Development Seminar

### University of Michigan

- Marketing Management

### UBC-Okanagan

- Marketing Research
- New Product Development

### UBC-Vancouver

- Marketing Management
- Social Entrepreneurship 101 – UBC, Nairobi, Kenya
  - Developed and taught business planning and entrepreneurship to college- aged students in a low income Nairobi area and helped facilitate microfinance funding

### Executive Education

- The Influential Manager (Open Enrollment, UBC)
- In-company custom programs

## **Additional Teaching Training**

Harvard Case Teaching Workshop, 2014

Ivey Case Teaching Workshop, 2010

## **Dissertations**

-Senior Supervisor, Yunzhijun Yu (Marketing), Simon Fraser University, expected graduation 2021.

-Committee member, Thomas Allard (Marketing), University of British Columbia, graduated 2016, placement: Nanyang Technological University.

-Committee member, Linda Hagen (Marketing), University of Michigan, graduated 2016, placement: University of Southern California.

-Committee member, Jenny Olson (Marketing), University of Michigan, graduated 2015, placement: University of Kansas.

-Committee member, Samir Nurmohamed (Management & Organizations), University of Michigan, graduated 2013, placement: University of Pennsylvania.

-External Examiner, Rachelle Pullmer (Psychology), Simon Fraser University, graduated 2018.

-External Examiner, Ethan Pancer (Marketing), Queen's University, graduated 2013.

## **Masters Theses**

-Internal Examiner, Rachelle Pullmer (Psychology), Simon Fraser University, graduated 2015.

## **Service Highlights**

### *Service to the field*

- Co-chair, 2019 Society for Consumer Psychology Annual Conference; Savannah, GA
- Co-chair, 48<sup>th</sup> Annual (2013) American Marketing Association Doctoral Consortium; Ann Arbor, MI
- Co-chair, 46<sup>th</sup> Annual (2019) La Londe Conference; La Londe les Maures, France
- Co-chair, 2020 Association for Consumer Research Early Career Mentoring; Paris, France
- Chair, 2017 C.W. Park Young Contributor Award Committee (*Journal of Consumer Psychology*)
- Committee member, 2016 C.W. Park Young Contributor Award (*Journal of Consumer Psychology*)
- Associate Editor, 2019 Association for Consumer Research Conference; Atlanta, GA
- Track Chair and Associate Editor, 2018 American Marketing Association Winter Educators Conference; New Orleans, LA
- Associate Editor, 2017 Association for Consumer Research Conference; San Diego, CA
- Working papers session chair, 2018 Association for Consumer Research Conference; Dallas, TX
- Program Committee, 2018 Society for Consumer Psychology Boutique Conference; Sydney, Australia
- Program Committee, 2017 Society for Consumer Psychology Conference; San Francisco, CA
- Program Committee, 2016 Behavioral Decision Research in Management; Toronto, ON
- Program Committee, 2016 Society for Consumer Psychology Conference; St. Pete's Beach, FL
- Program Committee, 2015 Society for Consumer Psychology European Conference; Vienna, Austria
- Program Committee, 2015 Association for Consumer Research Conference; New Orleans, LA.
- Program Committee, 2015 Association for Consumer Research Asia-Pacific Conference; Hong Kong
- Program Committee, 2015 Society for Consumer Psychology Conference; Phoenix, AZ
- Program Committee, 2014 Society for Consumer Psychology Conference; Miami, FL
- Program Committee, 2013 Association for Consumer Research Conference; Chicago, IL
- Program Committee, 2013 Society for Consumer Psychology Conference; San Antonio, TX
- Program Committee, 2012 Society for Consumer Psychology Conference; Las Vegas, NV

### *Service to SFU*

- PhD committee (2018-present)
- Graduate Engagement committee (2018-present)
- Behavioral subject pool coordinator (2013-17)
- Graduate Programs Committee (2014-17)
- B3 Boosters (2016)
- Visiting Scholars Committee (2014-15)
- “Rethinking the PhD” – University-wide Taskforce on Doctoral Education (2015)
- Senate Library Committee (2014-17)
- Beedie Undergraduate New Students Day (2014)
- Undergraduate Program Committee (2013-14)

### *Service to University of Michigan*

- Student Awards Committee Co-Chair (2012-13)
- Marshall, Commencement (2012)
- Judge, ConAgra Case Competition (2010, 2012)
- Coordinator, Ross Marketing internal speaker series (2011-12)
- Student Awards Committee Co-Chair (2011-12)
- Faculty Advisor, Haring Symposium (2011)

-Faculty Advisor, Google Marketing Challenge (2011)

*Service to UBC Okanagan*

-Faculty Advisor, Manitoba International Marketing Competition (2010)

*Service to UBC Vancouver*

-Co-president, Ph.D Students Society (2007)

*Various Scholarships and Competitions*

- UBC University Graduate Fellowship, 2007-08
- UBC E.D. MacPhee Fellowship, 2005-06
- I.H. Asper School of Business Program Gold Medal (Highest standing upon Graduation, Marketing), 2003
- Lee Kuan Yew Global Business Plan Competition, Singapore Management University (SMU), Third place, 2002
- Georgia Cup Business Plan Competition, Oglethorpe/University of Georgia, Atlanta, Georgia, First Place, 2002
- Class of 1972 Scholarship In Business, 2002
- University of Manitoba Students Union Scholarship, 2002
- Mr. Submarine Scholarship in Marketing, 2002
- Young Associates Best Business Plan Award, 2001
- I.H. Asper School of Business Entrance Award, 2000
- University of Manitoba Students Union Scholarship, 2000
- University of Manitoba Chown Centennial Entrance Scholarship, 1999

**Professional Affiliations**

Association for Consumer Research

Society for Consumer Psychology

Association for Psychological Science