

CURRICULUM VITAE

EMINE SARIGOLLU

ADDRESS

McGill University, Desautels Faculty of Management
1001 Sherbrooke St., Montreal, QC, H3A 1G5
Tel: (514) 398-4662; e-mail: emine.sarigollu@mcgill.ca

EDUCATION

Ph.D. The Wharton School; University of Pennsylvania; Major Field: Marketing; 1989
M.A. University of Pennsylvania; 1987
M.B.A. Bogazici University (Turkey); 1981
B.A. Bogazici University; 1980

ACADEMIC AWARDS AND HONORS

MUS Professor of the Year, 2009 – 2010
Winner of Alden G. Clayton Doctoral Dissertation Proposal Competition by the Marketing Science Institute, 1988
Doctoral Fellowship in Marketing, University of Pennsylvania, 1983-1987
Fulbright Scholarship, 1983-1987
List of Honor (MBA), 1981
List of Honor (Undergraduate), 1976-1980

UNIVERSITY POSITIONS

Associate Professor, Faculty of Management, McGill University, June 1994-Present
Academic Director International Management, August 2012-2017; June 2019-2021
Director, McGill Institute of Marketing, September 1997-2013; August 2019- 2021
Associate Dean Student Affairs, July 2007–2012
Director, Bachelor of Commerce Program, January 2005–July 2007
Visiting Professor, Faculty of Economics and Administrative Sciences, Bogazici University, September 1995-1996
Assistant Professor, Faculty of Management, McGill University, June 1988-1994
Adjunct Assistant Professor, Graduate School of Management, Rutgers University, July 1987-1988
Teaching Assistant, Wharton School, University of Pennsylvania, September 1983-June 1987

PUBLICATIONS

Ertz, Myriam, Kong, Ying, Sarigöllü, Emine & Jo, Myung-Soo (accepted). "Mobile Shopping Intentions: Similarities and Differences Between Emerging and Established Markets". *International Journal of Market Research*

Ahn, Sowon, Ha, Young-Won, Jo, Myung-Soo, Kim, Juyoung, Sarigöllü, Emine (accepted). "A cross-cultural study on envy premium: The role of mixed emotions of benign and malicious envies". *Current Psychology*
<https://doi.org/10.1007/s12144-021-01679-7>

Tzeng, Shian Yang, Ertz, Myriam, Jo, Myung-Soo & Sarigöllü, Emine (accepted). "Factors affecting customer satisfaction on online shopping holiday". *Marketing Intelligence and Planning*.

Hou, Chenxuan and Sarigöllü, Emine (2021). “Sustainable Product Disposition: Perceived Value, Waste Minimization Attitude and Consumer Redistribution Behavior”. *Waste Management*, 132, 12-22.
<https://doi.org/10.1016/j.wasman.2021.07.009>

Ertz, Myriam, Jo, Myung-Soo, Karakas, Fahri and Sarigöllü, Emine (2021). “Message sidedness effects in advertising: The role of Yin-Yang Balancing Theory”. *Social Sciences*, 10(6), 229.
<https://doi.org/10.3390/socsci10060229>

Ertz, Myriam, Sarigöllü, Emine, Karakas, Fahri & Chehab, Omar (2021). “Impact of TV dramas on consumers’ travel, shopping and purchase intentions”. *Journal of Consumer Behaviour*, 20 (3), 655-669.
<https://doi.org/10.1002/cb.1891>

Ertz, Myriam, Deschenes, Jonathan & Sarigöllü, Emine (2021). “From user to provider: switching over in the collaborative economy”. *Sustainability*, 13 (10), 5662. <https://doi.org/10.3390/su13105662>

Salem, Mohammed, Ertz, Myriam & Sarigöllü, Emine (2021). “Demarketing strategies to rationalize electricity consumption in the Gaza Strip-Palestine”. *Renewable & Sustainable Energy Reviews*, 143 (June), 110956.
<https://doi.org/10.1016/j.rser.2021.110956>

Sarigöllü, Emine, Hou, Chenxuan & Ertz, Myriam (2021). “Sustainable Product Disposal: Consumer Redistributing Behaviors versus Hoarding and Throwing Away”. *Business Strategy and the Environment*, 30 (1), 340-356. <https://doi.org/10.1002/bse.2624>

Wang, Yan, Tian, Hong, Sarigöllü, Emine, & Xu, Wei (2020). “Nostalgia prompts sustainable product disposal”. SI: Consumer Behaviour and Environmental Sustainability, *Journal of Consumer Behaviour*, 19(6), 570-580.
<https://doi.org/10.1002/cb.1832>

Hou, Chenxuan, Jo, Myung-Soo & Sarigöllü, Emine (2020). “Feelings of Satiation as a Mediator between a Product's Perceived Value and Replacement Intentions”. *Journal of Cleaner Production*, 258, 120637.
<https://doi.org/10.1016/j.jclepro.2020.120637>

Ertz, Myriam, Karakas, Fahri, Stapenhurst, Frederick, Draman, Rasheed, Sarigöllü, Emine, & Jo, Myung-Soo (2020). “How misconduct in business contributes to understanding the supply side of corruption in international business”, *Critical Perspectives in International Business*, 16 (3), 209-231. <https://doi.org/10.1108/cpoib-09-2019-0067>

Ertz, Myriam, Leblanc-Proulx, Sebastien, Sarigöllü, Emine & Morin, Vincent (2019). “Advancing quantitative rigor in the circular economy literature: New methodology for product lifetime extension business models”, *Resources, Conservation and Recycling*, 150, 104437, 1-12. <https://doi.org/10.1016/j.resconrec.2019.104437>

Ertz, Myriam & Sarigöllü, Emine (2019). “The behaviour-attitude relationship and satisfaction in pro-environmental behaviour”, *Environment & Behavior*, 51 (9-10), 1106–1132.
<https://doi.org/10.1177/0013916518783241>

Ertz, Myriam, Leblanc-Proulx, Sebastien, Sarigöllü, Emine & Morin, Vincent (2019). “Made to Break? A taxonomy of business models on product lifetime extension”, *Journal of Cleaner Production*, 234, 867-880.
<https://doi.org/10.1016/j.jclepro.2019.06.264>

Karakas, Fahri & Sarigöllü, Emine (2019). Spirals of spirituality: A qualitative study exploring dynamic patterns of spirituality in Turkish organizations”, *Journal of Business Ethics*, 156 (3), 799-821.
<https://doi.org/10.1007/s10551-017-3619-y>

- Ertz, Myriam & Sarigöllü, Emine (2019). "Assessing the potential of sustainable value chains in the collaborative economy", *Sustainability*, 11 (2), 390, 1-12. <https://doi.org/10.3390/su11020390>
- Liang, Dapeng, Hou, Chenxuan, Jo, Myung-Soo & Sarigöllü, Emine (2019). "Pollution avoidance and green purchase: The role of moral emotions", *Journal of Cleaner Production*, 210, 1301-1310. <https://doi.org/10.1016/j.jclepro.2018.11.103>
- Hou, Chenxuan, Sarigöllü, Emine Jo, Myung-Soo & Liang, Dapeng (2018). "Stepping outside the self promotes pro-environmental behaviors", *Sustainability*, 10 (9), 3128. <https://doi.org/10.3390/su10093128>
- Jiao, Yongbing, Ertz, Myriam, Jo, Myung-Soo & Sarigöllü, Emine (2018). Social value, content value and brand equity in social media brand communities: A comparison between Chinese and U.S. consumers. *International Marketing Review*, 35 (1), 18-41. <https://doi.org/10.1108/IMR-07-2016-0132>
- Karakas, Fahri, Sarigöllü, Emine & Uygur, Selcuk (2017). Exploring the diversity of virtues through the lens of moral imagination: A qualitative inquiry into organizational virtues in the Turkish context, *Journal of Business Ethics*, 141(4), 731-744. <https://doi.org/10.1007/s10551-016-3150-6>
- Ertz, Myriam, Huang, Rong, Karakas, Fahri, Jo, Myung-Soo & Sarigöllü, Emine (2017). From single-use to multi-use: Study of consumers' behavior toward consumption of reusable containers. *Journal of Environmental Management*, 193, 334-344. <https://doi.org/10.1016/j.jenvman.2017.01.060>
- Stapenhurst, Frederick, Karakas, Fahri, Sarigöllü, Emine, Jo, Myung-Soo & Draman, Rasheed (2017). The supply and demand sides of corruption: Canadian extractive companies in Africa. *Canadian Foreign Policy Journal*, 23(1), 60-76. <https://doi.org/10.1080/11926422.2016.1250655>
- Jiao, Yongbing, Jo, Myung-Soo & Sarigöllü, Emine (2017). Social value and content value in social media: Two paths to psychological well-being. *Journal of Organizational Computing and Electronic Commerce*, 27(1), 3-24. <https://doi.org/10.1080/10919392.2016.1264762>
- Ertz, Myriam, Karakas, Fahri & Sarigöllü, Emine (2016). Exploring pro-environmental behaviors of consumers: An analysis of contextual factors, attitude, and behaviors. *Journal of Business Research*, 26 (10), 3971–3980. <https://doi.org/10.1016/j.jbusres.2016.06.010>
- Karakas, Fahri and Manisaligil, Alperen & Sarigöllü, Emine (2015). Management learning at the speed of life: designing reflective, creative, and collaborative spaces for millennials. *The International Journal of Management Education*, 13 (3), 237–248. <https://doi.org/10.1016/j.ijme.2015.07.001>
- Karakas, Fahri, Sarigöllü, Emine & Kavas, Mustafa (2015). Discourses of collective spirituality: An inquiry into transcendence, connectedness, and virtuousness in Anatolian Tigers. *Journal of Business Ethics*, 129 (4), 811-822. <https://doi.org/10.1007/s10551-014-2135-6>
- Huang, Rong & Sarigöllü, Emine (2014). Assessment of brand equity measures. *International Journal of Market Research*, 56 (6), 783-806. <https://doi.org/10.2501/IJMR-2014-037>
- Karakas, Fahri, Sarigöllü, Emine & Manisaligil, Alperen (2013). The use of benevolent leadership development to advance principles of responsible management education. *Journal of Management Development*, 32 (8), 801-822. Lead article. <https://doi.org/10.1108/JMD-08-2011-0102.R1>
- Karakas, Fahri & Sarigöllü, Emine (2013). The role of leadership in creating virtuous and compassionate organizations. *Journal of Business Ethics*, 113 (4), 663-678. <https://doi.org/10.1007/s10551-013-1691-5>

- Karakas, Fahri & Sarigöllü, Emine (2012). Benevolent leadership: Conceptualization and construct development, *Journal of Business Ethics*, 108 (4), 537-553. <https://doi.org/10.1007/s10551-011-1109-1>
- Huang, Rong & Sarigöllü, Emine (2012). How brand awareness relates to brand market outcome, brand equity and the marketing mix. *Journal of Business Research*, 65 (1), 92-99. <https://doi.org/10.1016/j.jbusres.2011.02.003>
- Sarigöllü, Emine (2009). A cross-country exploration of environmental attitudes. *Environment & Behavior*, 41 (3), 365-386. <https://doi.org/10.1177/0013916507313920>
- Huang, Rong & Sarigöllü, Emine (2008). Benefits segmentation of tourists to the Caribbean. *Journal of International Consumer Marketing*, 20 (2), 67-83. https://doi.org/10.1300/J046v20n02_06
- Jo, Myung-Soo & Sarigöllü, Emine (2007). Cross-cultural differences of price-perceived quality relationships. *Journal of International Consumer Marketing*, 19(4), 59-74. https://doi.org/10.1300/J046v19n04_04
- Huang, Rong & Sarigöllü, Emine (2006). Assessing satisfaction with core and secondary attributes” *Journal of Business Research*, 61 (9), 942-949. <https://doi.org/10.1016/j.jbusres.2007.10.003>
- Bodur, Muzaffer & Sarigöllü, Emine (2005). Environmental sensitivity in a developing country: consumer classification and implications. *Environment & Behavior*, 37 (4), 487-510. <https://doi.org/10.1177/0013916504269666>
- Sarigöllü, Emine & Huang, Rong (2005). Benefit segmentation of visitors to Latin America. *Journal of Travel Research*, 43 (3), 277-293. <https://doi.org/10.1177/0047287504272032>
- Ewing, Gordon & Sarigöllü, Emine (2000). Assessing consumer preferences for clean-fuel vehicles: A discrete choice experiment. *Journal of Public Policy and Marketing*, 19 (1), 106-118. <https://doi.org/10.1509/jppm.19.1.106.16946>
- Ewing, Gordon & Sarigöllü, Emine (1998). A model of car fuel-type choice under travel demand management and economic incentives. *Transportation Research D*, 3 (6), 429-444. [https://doi.org/10.1016/S1361-9209\(98\)00019-4](https://doi.org/10.1016/S1361-9209(98)00019-4)
- Sarigöllü, Emine (1998). Satiation and switching: The dynamic attribute satiation model meets observed choice patterns. *Applied Stochastic Models and Data Analysis*, 14 (3), 175-187. [https://doi.org/10.1002/\(SICI\)1099-0747\(199806\)14:2<175::AID-ASM346>3.0.CO;2-T](https://doi.org/10.1002/(SICI)1099-0747(199806)14:2<175::AID-ASM346>3.0.CO;2-T)
- Vincent, George, Milne, Simon & Sarigöllü, Emine (1998). Changing tourist profiles for Grenada: Evidence from 1988 to 1992. *Journal of International Consumer Marketing*, 10 (3), 63-83. https://doi.org/10.1300/J046v10n03_05
- Sarigöllü, Emine & Schmittlein, David C. (1996). The effect of variety seeking behaviour on optimal product positioning. *Applied Stochastic Models and Data Analysis*, 12 (1), 27-44. [https://doi.org/10.1002/\(SICI\)1099-0747\(199603\)12:1<27::AID-ASM275>3.0.CO;2-N](https://doi.org/10.1002/(SICI)1099-0747(199603)12:1<27::AID-ASM275>3.0.CO;2-N)
- Sarigöllü, Emine (1994). Assessing the predictive effectiveness of the variety seeking and reinforcement models. *Applied Stochastic Models and Data Analysis*, 10 (1), 27-46. <https://doi.org/10.1002/asm.3150100104>

CHAPTERS IN BOOKS

Leblanc-Proulx, Sebastien, Ertz, Myriam and Sarigöllü, Emine. “La taxonomie de modeles d’affaairs lies a l’extension de la duree de vie des produits”, Ertz, Myriam, Hallegatte, Damien and Bousquet, Julien (ed.), *Les reconfigurations de l’echange marchand*, Presses de l’Universite du Quebec, 2019, pp.155-185.

Karakas, Fahri, Sarigöllü, Emine and Manisaligil, Alperen, “The Use of Benevolent Leadership Development to Advance Principles of Responsible Management Education”, Hall, Richard, Grant, David and Raelin, Joseph

(ed.), *Leadership Development and Practice*, Benchmark in Leadership Series, Sage Publications, Volume 2, December 2014 (reprinted from Karakas, Fahri, Sarigöllü, Emine and Manisaligil, Alperen, “The Use of Benevolent Leadership Development to Advance Principles of Responsible Management Education”, *Journal of Management Development*, 32 (8), 2013, pp. 801-822. Lead article.)

Huang, Rong and Sarigöllü, Emine, “How Brand Awareness Relates to Brand Market Outcome, Brand Equity and the Marketing Mix”, Tsan-Ming Choi (ed.) *Fashion Branding and Consumer Behaviors*, International Series on Consumer Science, Springer Science+Business Media New York, 2014, pp. 113-132 (reprinted with revision from Huang, Rong and Sarigöllü, Emine, “How Brand Awareness Relates to Brand Market Outcome, Brand Equity and the Marketing Mix”, *Journal of Business Research*, 65 (1), 2012, pp.92-99).

RESEARCH BLOG

Ertz, Myriam, Rouzies Dominique & Sarigöllü, Emine (2017). Comment le bien-être des salariés génère de la rentabilité. *Harvard Business Review France*, July 18. <http://www.hbrfrance.fr/chroniques-experts/2017/07/16331-bien-etre-salaries-genere-de-rentabilite/>

CASE

Ertz, Myriam and Sarigöllü, Emine. (2020). *The Fast Fashion and the Furious Marketing: Reforming an Industry and a Discipline Toward Sustainability*. The Centre Case - Reference no. 520-0006-1

Ertz, M., et Sarigöllü, E. (2020). *From financial responsibility to broadened responsibility in the clothing industry*. The Case - Centre Reference no. 520-0006-5

BOOK REVIEWS

Sarigöllü, Emine (2000). Marketing Strategy and Uncertainty. Sharan Jagpal, *Journal of Marketing Research*, 37(1), 134.

REFEREED PROCEEDINGS

Jo, Myung-So, Gall, Neil and Sarigöllü, Emine, “Effects of Consumers’ Bargain Seeking on Price Discount Information of Online and Offline Shopping”, Proceedings of the Society for Consumer Psychology, Winter Conference, edited by Susan E. Heckler and Stewart Shapiro, 2001.

PAPERS UNDER REVIEW

Ertz, Myriam, Rouzies, Dominique and Sarigöllü, Emine. “The impact of brand equity on employee attitudes”

Shi, Tianfeng, Huang, Rong and Sarigöllü, Emine. “Consumer upcycling: Internal motivations and consequences”

Shi, Tianfeng, Huang, Rong and Sarigöllü, Emine. “Consumer product use behavior throughout the product lifespan: A literature review and research agenda”

Hou, Chenxuan and Sarigöllü, Emine. “Is bigger better? How the Scale Effect Influences Green Purchase Behavior”

Hou, Chenxuan and Sarigöllü, Emine. “How the use of numerical scale in advertising promotes green purchase behaviour”

Ertz, Myriam and Sarigöllü, Emine. “A comprehensive model of the psychology of collaborative consumption: A meta-analysis”

RESEARCH IN PROGRESS

Sarigöllü, Emine and Hou, Chexuan and Wheatley, Amanda. “Sustainable Consumption: A Scoping Review”

Sarigöllü, Emine and Ertz, Myriam. “Psychological Obsolescence: Conceptualization and construct development”

Shi, Tianfeng, Huang, Rong and Sarigöllü, Emine. “An empirical exploration of consumer upcycling”

Ertz, Myriam, Stapenhurst, Frederick, Karakas, Fahri, Sarigöllü, Emine, Jo, Myung-Soo, & Draman, Rasheed “The impact of corporate social responsibility initiatives on firm performance through anti-corruption practices: The case of African countries”

CONFERENCE PRESENTATIONS

“Courage to Lead for the Common Good: The Case for Benevolent Leadership” with Nancy Sayer and James Ludema, International Leadership Association, 21st Annual Global Conference, Ottawa, October 2019

“Strengthened Leadership/Management through Inclusive Spiritual Practices: New Research & Tools”, with Nancy Sayer, James Ludema, Fahri Karakas, Academy of Management Meeting, Boston, Massachusetts, August 2019

“A Comprehensive Model of the Psychology of Collaborative Consumption: A Meta-Analysis” with Myriam Ertz, Innovation, Entrepreneurship, Knowledge Academy (INEKA) Annual Conference, Verona, Italy, June 2019

“Cross-cultural exploration of two-sided-message effectiveness: The role of balance theory in processing persuasive information” with Myriam Ertz, Myung-Soo Jo and Fahri Karakas, Cross Cultural Research Conference, Maui, Hawaii, December 2017

“From action to affect: Examination of the moderating impact of satisfaction on the conative-affective relationship in pro-environmental behavior” with Myriam Ertz, ASAC, Montreal, May 2017

“Spirals of Spirituality: A Qualitative Study Exploring Patterns of Spiritual Organizing”, with Fahri Karakas, Academy of Management Meeting, Vancouver, Canada August 2015 – winner of Best Paper award

“Cross-cultural Exploration of Attitudes and Behavior Toward Re-usable Products” with Rong Huang and Myung-Soo Jo, Marketing Science Conference, Istanbul, Turkey, 2013

“Benefit Segmentation and Post-Experience Assessment of Tourists to the Caribbean”, with Rong Huang, International Conference on Business, Management and Economics, Izmir, 2005

“Bricks and Clicks versus Pure On-liners: Success Factors, Brand Perceptions and First-Mover Advantages”, with Myung-Soo Jo and Demetrios Vakratsas, EURO/INFORMS Joint International Meeting, Istanbul, 2003

“Cross Country Investigation of Environmental Attitudes”, McGill Symposium on Environmental Research, Montreal, 2003

"Measuring Consumer Preferences for Low-Emission Cars: A Discrete Choice Experiment", with Gordon Ewing, Marketing Science Conference, University of New South Wales, Sydney, Australia, 1995

"When Will Consumers Switch to Public Transit? The Impact of User Charges on Commuter Mode Choice", with Gordon Ewing, TIMS International Meeting, Singapore, 1995

"Relationship Between Ad Content Information and Brand Sales", with Amitava Chattopadhyay and Gerald Gorn, Association for Consumer Research Conference, Nashville, 1993

"Measuring Promotion Effects: When Doing Nothing Matters", with Alex Whitmore, American Statistical Association Conference, San Francisco, 1993

"Are Coupon Effects Overestimated?", Marketing Science Conference, Washington University, St. Louis, 1993

"Grenada's Tourism Product: Exploring the Development Options", with George Vincent and Simon Milne, Grenada Tourism Forum: Planning for the Tourism in the Nineties, Grand Anse, 1993

"An Investigation of the Relationship Between Ad Attitude and Product Choice using Scanner Data", with Amitava Chattopadhyay, Marketing Science Conference, London Business School, 1992

"The Effect of Variety Seeking Behavior on Optimal Product Positioning", with D. C. Schmittlein, TIMS/ORSA, Joint National Meeting, Las Vegas, 1990

"An Investigation of the Relative Predictive Effectiveness of the Variety Seeking and Reinforcement Models Using Scanner Data", with D. C. Schmittlein, Marketing Science Conference, University of Illinois, Urbana-Champaign, 1990

"Estimation and Testing of Probabilistic Brand Choice Models on Scanner Data", McGill-University of Toronto Marketing Symposium, Toronto, 1990

"Satiation and Switching: The Dynamic Attribute Satiation Model Meets Observed Choice Patterns," with D.C. Schmittlein, Association for Consumer Research Conference, New Orleans, 1989

"Patterns of Brand Choice When Consumers Follow a Dynamic Satiation Process", with D. C. Schmittlein, Marketing Science Conference, Duke University, North Carolina, 1989

"A Dissertation Proposal: Patterns of Brand Choice When Consumers Follow A Dynamic Satiation Process: When Does Switching Indicate Satiation?", American Marketing Association Doctoral Consortium, University of California at Berkeley. Presented at the special award ceremony of the Alden G. Clayton Doctoral Dissertation Proposal Competition, 1988

RESEARCH GRANTS

McGill Institute of Marketing Faculty Research Seed Grant, PI, with Tianfeng Shi (CI). "The effect of different persuasive appeals on the intention of consumer upcycling". \$2,000; May 1st, 2020 to April 30, 2021.

McGill Internal Paper Presentation Grant 249239, PI, International Leadership Association, 21st Annual Global Conference, Ottawa. \$1,500; Oct 24-27, 2019.

Social Sciences & Humanities Research Council of Canada Insight Development Grant (SSHRC IDG 430-2019-0077), PI, with Myriam Ertz (CI). "Sustainable Consumption: The Full Consumption Cycle from the Consumers' Perspective". \$64,182; Jun 1, 2019 to May 31, 2021. It is ranked 6 / 18.

McGill Sustainability Systems Initiative (MSSI) New Opportunities Award - Adapting Urban Environments for the Future research theme, PI. "Sustainable Consumption: The Full Consumption Cycle from the Consumers' Perspective". \$6,933; May 28, 2019 to May 27, 2020.

Social Sciences & Humanities Research Council of Canada Partnership Development Grants (SSHRC PDG 890-2018-0046), Co-I, with Frederick Stapenhurst (PI), Eric Montigny and Louis Imbeau. "Promoting Good Governance Through Enhanced Parliamentary Oversight: Middle Eastern and North African Countries and Small States". \$195,557; Mar 22, 2019 to Mar 21, 2023.

Social Sciences & Humanities Research Council of Canada Insight Development Grant, Co-I, with Myriam Ertz (PI). "Étude des antécédents et des effets de renversements aux comportements d'échanges collaboratifs". \$74,513; Jun 1, 2018 to May 31, 2020.

Social Sciences & Humanities Research Council of Canada Insight Grant (SSHRC IG 435-2018-0557), Co-I, with Frederick Stapenhurst (PI), Myung-Soo Jo, Myriam Ertz, Fahri Karakas, and Stelios Zyglidopoulos. "The Demand and Supply Sides of Corruption". \$83,011; Jun 1, 2018 to May 31, 2020. It is ranked 6 / 30.

McGill Sustainability Systems Initiative (MSSI) New Opportunities award Co-I, with Myung-Soo Jo (Co-I). "From a Throwaway Society into a Sustainable Society: A Consumer Perspective". Co-I. \$7,500; Mar 1, 2018 to Feb 28, 2019.

McGill Internal Paper Presentation Grant 294301, PI, Cross Cultural Research Conference, Maui. \$1,500; Dec. 2017.

Social Sciences & Humanities Research Council of Canada Insight Development Grant (SSHRC IDG 430-2015-00465), Co-I, with Frederick Stapenhurst (PI), Myung-Soo Jo and Fahri Karakas. "Developing a Comprehensive Framework for Reducing Corruption Through Both Supply-Side and Demand-Side Interventions". \$74,714; Jun 1, 2015 to May 31, 2018. It is ranked 3 / 24.

Social Sciences & Humanities Research Council of Canada (SSHRC) Connection Grant, Co-I, with Frederick Stapenhurst (PI). "Symposium & Community of Practice for Parliamentary Training Institutes". \$24,957; Jan 8, 2016 to Jan 7, 2018.

Marketing Science Institute grant with Demetrios Vakratsas and Myung-Soo Jo, for "What Happens to ".coms" When "Conventionals" Go Hybrid? The Case of Online Grocery Portals". \$US 16,000; 2001

FCAR Grant with Simon Milne, and Gordon Ewing, for "Changes in Tourism: Exploring the Marketing, Product Development and Regional Economic Dimensions". \$118,932; 1994-1997

Environment Canada Grant with Gordon Ewing, for "The Role of User Charges in Reducing Automobile Air Pollution in Canada". \$47,750; 1993-1994

Faculty of Management Internal Research Committee Grant, for "The Impact of TV Advertising on Sales", \$3,500; 1994

Grenada Government Grant with Simon Milne and George Vincent, for "Grenada's Tourism Product: Exploring the Development Options", \$7,000; 1993

Social Sciences Grants Sub-Committee of the Faculty of Graduate Studies and Research, McGill University, \$3,450; 1993

Sponsored by the Marketing Science Institute (Boston, Mass), NPD/Nielsen (Port Washington, NY), and Research Systems Corporation (Evansville - Indiana) for the "An Investigation of the Relationship Between Ad Attitude and Brand Choice Using Scanner Data," project, 1992

Faculty of Graduate Studies and Research Travel Grant for the Marketing Science Conference in London, UK, \$800; 1992

Humanities and Social Sciences Research Grants of the Faculty of Graduate Studies and Research, McGill University, for "The Effect of Variety Seeking Behaviour on Optimal Product Positioning", \$2,000; 1991

Humanities and Social Sciences Research Grants of the Faculty of Graduate Studies and Research, McGill University, for "A Comparative Study on the Relative Performance of Stochastic Variety Seeking Models", \$2,500; 1990

Start-up funds from the Faculty of Graduate Studies and Research, \$5,000; 1989

Humanities and Social Sciences Research Grants of the Faculty of Graduate Studies and Research, McGill University, for "Satiation and Switching: the Dynamic Attribute Satiation Model Meets Observed Choice Patterns", \$3,000; 1989

Special Funding from Research Committee of Faculty of Management, McGill University, \$2,000; 1988

RESEARCH SUPERVISION

Doctoral Supervisor:

Tianfeng Shi, 2020-date

Bob MacKalski (co-supervise with B. Grohmann), Faculty of Management, 2008-2014 (position upon graduation: McGill University)

Fahri Karakas, Faculty of Management, 2007-2009 (position upon graduation: Open University, UK). Winner of 2010 Emerald/EFMD Outstanding Doctoral Research Award.

Rong Huang, Faculty of Management, 2002-2008 (position upon graduation: Shanghai University of Finance and Economics)

Doctoral Thesis Committee member:

Fatemeh Zand, HEC, Management Science, 2021 - date

Deepshikha Priyadarshini, HEC, Management Science, 2018 – 2020

Nancy Sayer, Benedictine University, IL, USA, 2017-2019

Andres Garcia, HEC, Marketing, 2013-2016

Mouna Sebri, HEC, Marketing, 2009-2015 (position upon graduation: University of Sherbrooke)

Tarek Ben Rhouma, HEC, Marketing, 2009-2013 (position upon graduation: Intégrale MBD)

Ceren Kolsarici, Faculty of Management, Marketing, 2004-2009 (position upon graduation: Queens' University)

Nawel Amrouche, HEC, Marketing, 2003-2007 (position upon graduation: Long Island University, New York)

Ramla Jarrar, HEC, Marketing, 2001-2004 (position upon graduation: Greenwich University, UK)

Anoop Madhok, Faculty of Management, Policy, 1991-1993 (position upon graduation: David Eccles School of Business, University of Utah, Department of Management)

George Anthony Vincent, Department of Geography, McGill University, 1991-1996 (position upon graduation: Organization for American States, Intersectoral Unit for Tourism)

Doctoral Thesis Oral Examination Committee member:

Martin Cousineau, Faculty of Management, Operations Management, 2019

Saied Samiedaluie, Faculty of Management, Operations Management, 2014

Alice Labban, Faculty of Management, Marketing, 2014

Marilyn Terzic, Department of Art History and Communication Studies, McGill, 2011

Beste Kucukyazici, Faculty of Management, Operations Management, 2009

Yue Zhang, Faculty of Management, Operations Management, 2008

Hankyu Chu, Faculty of Management, Multidisciplinary Topics 2008

Farzad Rafi Khan, Faculty of Management, Strategy, 2004

Abdullah Dasci, Faculty of Management, Operations Management, 2001

Francois Coderre, Faculty of Management, Marketing, 1994

Rohit Bhatnagar, Faculty of Management, Operations Management, 1994

Dominique Rouzies, Faculty of Management, Marketing, 1992

Ghislaine Cestre, Faculty of Management, Marketing, 1992

Wolfgang Haider, Department of Geography, McGill University, 1991

Graduate Research Trainee Supervision:

Jiaye Ge, PhD student at East China Normal University in China, supported by the China Scholarship Council, Jul 2021 - Jun 2022

Yan Wang, PhD student at Jilin University in China, supported by the China Scholarship Council, Sep 2019 - Aug 2020

Alireza Tashakorian Jahromi, PhD student at University of Sistan and Baluchestan in Iran, supported by the Iranian ministry of higher education, Nov 2017 – Oct 2018

Chenxuan Hou, PhD student at Harbin Institute of Technology in China, supported by the China Scholarship Council, Sep 2017 - Aug 2018

Master's Thesis or MBA Independent Topic Supervision:

2015-2016 Paul Fulfaro (EMBA)

2012-2013 Elyse Boulanger (EMBA)

2007-2008 Salah Elatrash

2005-2007 Simon Merry (MBAJapan)

2004-2005 Shirley Picknell

2003-2004 Walter Berner (MBAJapan)

2001-2002 Jean Vittot, Hiragi Noriagi (MBAJapan)

2000-2001 Chetan Malik

1999-2000 Nadege Gaillard, Steve Sahakian, Joseph Zerbe

1998-1999 Juan-Carlos Cruz, Christophe Kruppa, Yeon Woo Kim, Vessela Zaykova, Daniel Champagne, Yanli Chen, David Malcolm

1998-1999 Javed Iqbal, Ina Leitere (EPM)

1997-1998 Sara Wilkens, John Verners

1996-1997 Severine Jarry

1995-1997 Albert Lukban (Department of Mathematics Statistics)

1994-1995 Jean Park, Lucie LaLumiere

1991-1992 Karine Raynal

1990-1991 Eric Fournier

1988-1989 Joanna Zapior

Undergraduate Independent Study & Internship Research Supervision:

2021-2022 Romain Faure, Noah Gundermann, Theo Masdebrieu, Élisabeth Massicotte, Mario Molhem, Juan Pablo, Maïa Rondeau, Julian Saad, Lucie Taieb, Yasmine Ben Hadj Yahia, Chung Min Yoon

2020-2021 Clara Barbier, Julie Carfantan, Selin Kobaner, Aya Mouelhi, Georgia Radakovic, Timo Maximilian Rathgeber, Sophie Snodgrass, Eylul Tascioglu, Dana Zahra

2019-2020 Megan Baran-Goldwax, Nicolas Bouchard, Amalia Muresan

2018-2019 Andreanne Segalla

2017-2018 Catalina Enestrom, Kira Fantou, Astrid Treal

2016-2017 Yasemin Aksehirlioglu, Felix Lam, Boyuan Li, Justin Scharf, Kemal Eren Sehoglu

2015-2016 Loujaine Almoallim, Dena Anwar, Apurva Ashok, Jessica Panetta, Whitney Pang, Lorin Razon, Aya Saket, Ginny Tan, Karam Thomas, Solmaz Yilancioglu

2014-2015 Dina El-Baradie, Idil Franko, Keira Grout, Denizcan Hekimoglu, Serra Tokat, Emilie Uzan, Georgia Vatcher, Emily Wang

2013-2014 Charles Bernardi, Waters Cahill, Nuri Hwang, Ayseli Izmen

2012-2013 Sheret Ross, Brooke Victoria Taylor

2011-2012 Mariana Botero, Maritza Godinez, Clothilde Goujard, Joanna Klimczak, Samantha Metaxas, Jacqueline Ng, Turgut Engin Ozoguz

2010-2011 Annaliese Behrens, Lyla Bussières, Omar Chatur, Clemence Chaveau, Ishan Chhabra, Danielle Cole, Alex Damianou, Juan Gallen, Sue Hyun Kwon, Kayson Quach, Steven Reznick, Dan Zhao

2009-2010 Radhia Houidi, Paul Jebara

2007-2008 Shafaq Latif
2006-2007 Sila Gurmen
2005-2006 Erika Bennett, Michael Gaudet, Malika Quemerais, Troy Puddington,

MDIIM Fellows Supervision:

2019-2020 Annelise Behrens, Mahsa Ghazi, Rachael Madore, Martin Nicolai, Georgia Radakovic

Other Research Supervision:

Supervised MBA and BCom student groups in their marketing research projects for various firms and organizations including Saint James United Church, Le Groupe Jean Coutu, Bell Canada, CIBC, Rhone - Poulenc Rorer, Smith and Nephew, St. Ambroise, Canadian Hemophilia Society, Corporation professionnelle des physiothérapeutes du Québec, McGill University (Affinity Card, recycling, various projects for Engineering, Nursing, and Management faculties), 1988-1998.

COURSES DEVELOPED and/or TAUGHT

Management in Global Context (undergraduate)
Marketing Research I (MBA and undergraduate)
Marketing Research II (MBA and undergraduate)
Data-Based Marketing (MBA and undergraduate)
Decision Support Systems in Marketing (MBA)
Quantitative Models in Consumer Behaviour (PhD)
Marketing Management (undergraduate)
Marketing Management (executive)
Business Survey Methods (executive)
Response Models in Marketing (executive)

INTERNATIONAL & EXECUTIVE TEACHING EXPERIENCE

Instructor, Marketing, McGill International Executive Institute
Instructor, *MBAJapan*, Marketing Management and Marketing Research, 1999-2005
Instructor, *IMPM*, Response Models in Marketing, 1998-2001
Instructor, *McGill McConnell Voluntary Sector Program*, Research Techniques: Designing & Conducting Surveys, 2000
Visiting Professor, *Renmin University*, People's Republic of China; Marketing Research, 1995 and, Business Survey Methods, 1995

ADMINISTRATIVE RESPONSIBILITIES

Internal – within Faculty of Management

Administrative appointments

Academic Director International Management and Exchange Programs, August 2012 – 2017; June 2019 - 2021
Associate Dean Student Affairs, July 2007-July 2012
Director, Bachelor of Commerce Program, January 2005-July 2007
Area Coordinator, Marketing, 2000-2006
Academic Director, McGill Institute of Marketing, 1997-2013; 2019-2020
Principal Investigator, McGill Royal University of Women in Bahrain project, 2003-2006

Committee assignments

Member, Merit Committee (teaching & services), 2018-2021
Member, Teaching and Learning Resources Committee, 2020-2021
Member, Steering Committee, McGill Institute of Marketing, 2020-2021

Member, Specialized Masters Committee, 2018 - 2019
Member, Merit Committee, 2014-2017
Chair, Undergraduate Program Committee, 2005-2012
Chair, Undergraduate Scholarship Committee, 2008-2012
Chair, Steering Committee, McGill Institute of Marketing, 1997-2015
Member, Academic Committee, 2000-2012
Member, Faculty Tenure Committee, 1998-1999, 2000-2004
Alternate Member, Promotion and Tenure Committee, 1996-1997
Member, International Management Consortium, 2004-2005
Chair, Knowledge and Learning Resources Committee, 2003-2004
Member, Research Council, 2003-2004
Member, Academic Performance Review Committee, 2002-2003
Member, Merit Committee, 2000-2001, 2002-2003
Member, Workload Committee, 2000-2001
Member, Strategy Committee, 2000-2001
Member, Advisory Committee for a Dean of Management, 1999-2000
Member, Research Committee 1989-1990, 1994-1995, 1997-2000
Member, Web Committee, 1997-1998
Member, Computer Policy Committee 1994-1995, 1996-1997
Member, Ph.D. Committee 1990-1994, 1996-1997
Member, Mid-Range Computer Policy Sub-Committee 1995
Member, Regional Advisory Committee - Latin America 1993-1995
Member, Building Committee 1991-1992
Member, Computer Committee 1990-1992

Other assignments

Member, Champion Sustainability Workgroup, 2020
Academic Mentor, Major in International Management, 2008 – 2017; 2019-date
Director, International Summer Program, 2010 – 2019
Chair, International Work Group, 2007 - 2017
Chair, Valedictorian Selection Committee, 2005-2012
Chair, BCom Supplemental Application Review Board, 2007-2009
Chair, BCom Program Study Group, 2007-2008
Member, Faculty Program Review Group, 2007-2008
Member, Operation Resource Group, 2005-2006
Student Advisor, Marketing BCom 2003-2007
Student Advisor, Marketing MBA 2005-2006
Chair, BCom core redesign task force, 2005
Coordinator, BCom Marketing Management core course, 2003-2005
Member, Task force – Faculty Living Agenda: Report on Ideal Value Proposition for Professors, 2002-2003
Member, Task Force, Strategic Renewal Initiative, 2002-2003
Organizer, Frontiers in Marketing Symposium, 1999, 2000
Advisor, case competitions, 1998-2000
Undergraduate Advising Assignment, 1996-1998
Proposed and established the exchange program between McGill and Bogazici University, 1995
Co-organizer, the "McGill University-Industry Symposium on Marketing", 1992
Supervisor, the Computer Committee's User Study, 1991
Supervisor, the Building Committee's User Study, 1991
Supervisor, the Undergraduate Overseas Summer School Program Study, 1991
Co-organizer, the Fourth Annual McGill-University of Toronto Marketing Symposium, 1990

External – from Faculty of Management

Member, Workgroup for SCS Degree Proposal, 2014

Chair, Marketing Committee, Centre for Continuing Education, 2002-2012
Member, Diploma in Management Committee, Centre for Continuing Education, 2002-2012
Member, Faculty Review Group, Centre for Continuing Education, 2007-2008

University committees and functions

Member, International Student Mobility Advisory Committee, 2021-?
Member, Academic Policy Committee, 2013-2022
Member, University Appeals Committee, 2013-2016, 2018-2021
Member, Quebec Studies Committee, 2009-2019
Member, Multidisciplinary Working Group to develop a New Undergraduate Course, "Global Citizenship in the 21st Century", 2017
Chair, Institute for the Study of International Development Review Committee, 2016-2017
Member, Committee on Student Discipline, 2014-2017
Member (alternate), Advisory Committee for the Selection of the Provost, 2014-2015
Member, Advisory Committee for the Selection of an Ombudsperson, 2014
Member, Exchange and Study Away Steering Committee, 2011-2014
Member, Work Group on Services to Students at McGill, 2012
Member, McGill Writing Center Advisory Committee, 2011-2012
Member, Enrolment and Student Affairs Advisory Committee (ESAAC), 2009-2012
Chair, ESAAC Workgroup on Exam Regulations, 2009-2011
Member, Subcommittee on Admissions Reviews, 2009-2012
Member, Subcommittee on Student Affairs Policies, 2009-2012
Member, Scholarship Review Subcommittee, 2009-2012
Member, University Tenure Committee for the Faculty of Agricultural and Environmental Sciences, 2008-2011
Member, Senate Committee on the Coordination of Student Services, 2008-2011
Special Advisor to the Advisory Committee for the Selection of a Dean of Continuing Education, 2007-2008
Member, Senate Committee on Student Affairs (CSA), 2005-2009
Member, CSA subcommittee on Student Affairs Policies, 2007-2009
Member, Senate University Admissions Committee (UAC), 2005-2009
Member, UAC Subcommittee on Admission Reviews, 2007-2009
Member, Senate University Committee on Scholarships and Student Aid, 2005-2009
Member, Strategic Enrolment Management Advisory (SEMA), 2007-2008
Member, University Tenure Committee, 1999-2000, 2004-2005
Member (alternate), University Tenure Committee, 2005-2006

Community and professional committees and functions

Member, Advisory Committee, Canada World Youth - Global Learner Program, 2012-2015
Member, Board of Governors Dawson College, 2005-2008

OTHER PROFESSIONAL ACTIVITIES

Jury member representing McGill University at the Prix Internationaux de Montréal co-organized by Montréal International and Investissement Québec, Fall-Winter 2019-2020
Associate Editor *Journal of Global Marketing* 2020-date
Editorial Review Board *Journal of Business Research* 2016-date
Associate Editor *Journal of Modelling in Management* 2014-date
Outstanding Reviewer for *Journal of Modelling in Management* in the Emerald Literati Network 2016 Awards for Excellence
Panelist in *Reinventing Retail in the New Millennium* Seminar organized by The Dobson Centre for Entrepreneurial Studies, Sep. 28, 1999