

THE UNIVERSITY OF BRITISH COLUMBIA
Curriculum Vitae for Faculty Members

Date: April 2017

Initials: DWD

1. **SURNAME:** DAHL **FIRST NAME:** Darren
MIDDLE NAME(S): William
2. **DEPARTMENT/SCHOOL:** Marketing Division
3. **FACULTY:** Sauder School of Business
4. **PRESENT RANK:** Full Professor **SINCE:** 2007

5. **POST-SECONDARY EDUCATION**

University or Institution	Degree	Subject Area	Dates
University of British Columbia, B.C.	PhD	Marketing	1998
University of Alberta, Alberta	BComm	Accounting	1992
Securities Commission, Alberta	CSC		1992

Title of Dissertation and Name of Supervisor

Visual Mental Imagery in Product Design (1998) – Gerald J. Gorn/Amitava Chattopadhyay (co-chairs)

6. **EMPLOYMENT RECORD**

(a) *Prior to coming to UBC*

University, Company or Organization	Rank or Title	Dates
University of Manitoba	Associate Professor	2002
Hong Kong University of Science and Technology	Visiting Assistant Professor	2001
University of Manitoba	Assistant Professor	1998 – 2002
Hong Kong University of Science and Technology	Visiting Lecturer	1997

(b) *At UBC*

Rank or Title	Dates
Senior Associate Dean, Faculty Director, Robert H. Lee Graduate School	2015 - present
Full Professor B.C. Innovation Council Professor	2013 - present
Senior Associate Dean, Faculty and Research	2012 - 2014
Full Professor Fred H. Siller Professor in Applied Marketing Research	2007 - 2013
Associate Professor Fred H. Siller Professor in Applied Marketing Research	2002 - 2007

(c) *Date of granting of tenure at U.B.C.: July 1, 2002*

7. LEAVES OF ABSENCE

University, Company or Organization at which Leave was taken	Type of Leave	Dates
Columbia University – Visiting Professor	Sabbatical	Fall 2008
Stanford University – Visiting Professor	Sabbatical	Winter 2009
University of Sydney Australia – Visiting Professor	Sabbatical	Spring 2009
Delft University of Technology – Visiting Professor	Sabbatical	Summer 2009
HKUST – Hong Kong Jockey Club Visiting Professor	Leave	Summer 2016

8. TEACHING

(a) *Areas of special interest and accomplishments*

Marketing management/strategy
 Marketing research
 Consumer behaviour
 New venture design/entrepreneurship
 Creativity

(b) *Courses Taught at UBC*

Session	Course Number	Topic	Program
2010-2011	Comm365/Bama508	Market Research	BComm/ECM
2010	Baen580	Entrepreneurship	IMBA
2009-2013	Comm486k/Bama580b	Creativity	BComm/MBA
2003-2013	Comm466	New Venture Design	BComm
2003-2008	Bama500	Marketing Strategy	MBA (FT-PT)
2002-2010	Comm660/662	Consumer Behavior	PHD
2002-2012	Comm363	Strategic Management in Marketing	BComm

(c) *Graduate Students Supervised and/or Co-Supervised*

Student	Program	Grad Year	Supervisor (on Committee)	Placement
Kirk Kristofferson	Marketing-PHD	2015	Dahl/White	Arizona State
Lea Dunn	Marketing-PHD	2014	Dahl/Hoegg	UWashington
Lily Lin	Marketing-PHD	2013	Dahl	Cal State – Los Angeles
Ravi Mehta	Marketing-PHD	2011	Dahl/Zhu	Ullinois Urbana-Champaign
Lan Jiang	Marketing-PHD	2010	Dahl/Hoegg	UOregon
Brent McFerran	Marketing-PHD	2009	Dahl	UMichigan
Miranda Goode	Marketing-PHD	2008	Dahl	UWestern Ontario (Ivey)
Kelley Main	Marketing-PHD	2004	Dahl/Darke	York U (Schulich)
Jennifer Argo	Marketing-PHD	2003	Dahl/Manchanda	UAlberta
Lidan Xu	Marketing-PHD, Illinois		Mehta (Dahl)	
Freeman Wu	Marketing-PHD, Arizona St		Morales (Dahl)	

Thomas Allard	Marketing-PHD	2016	Griffin/White (Dahl)	Nanyang University
Sara Hanson	Marketing-PHD, Oregon	2016	Jiang (Dahl)	University of Richmond
Anjali Bal	Marketing-PHD, SFU	2012	Pitt (Dahl)	Dominican University
Lara Aknin	Psychology-PHD	2012	Dunn (Dahl)	Simon Fraser University
Chrissy Mitakakis	Marketing-PHD, Baruch	2012	Block (Dahl)	Iona College
Kelly Herd	Marketing-PHD, UC Boulder	2011	Moreau (Dahl)	UIndiana
Ruodan Shao	OB-PHD	2011	Skarlicki (Dahl)	City University – HK
Ellis Hende	Marketing-PHD, Delft	2010	Schoormans (Dahl)	UAmsterdam
Morgan Ward	Marketing-PHD, UTAustin	2010	Broniaczyk (Dahl)	SMU
David Walker	Ph.D., OB	2009	Skarlicki (Dahl)	UBC Okanagan
Sheena Yang	Human Kinetics-PHD	2010	Sparks (Dahl)	
Steven Glover	MIS-PHD	2008	Benbasat (Dahl)	Royal Roads
Lingyun Qiu	MIS-PHD	2006	Benbasat (Dahl)	
Meghan Gray	Human Ecology-MSc	2002	Horne (Dahl)	n/a
Laurence Ashworth	Marketing-PHD	2004	Darke (Dahl)	Queen's

(d) *Continuing Education Activities*

2015-continuing Marketing for Non-Marketers - EdX
2015-continuing YVR Executive Education Program – Program coordinator/instructor
2011-continuing BC Lotteries Corporation Executive Education Program – Program coordinator/instructor
2011-continuing Strategy and Innovation Program, Product Management Boot Camp – UBC Open Enrollment – Program instructor
2010-continuing Rocky Mountaineer Executive Education Program – Program coordinator/instructor
2007-continuing Chinook (First Nations Education) Program – Program instructor
2003-continuing UBC Sales and Marketing Executives Program – Program coordinator/instructor
2005-2015 UBC Open Enrollment (Marketing Strategy, Corporate Strategies for Growth, Marketing Research, Creativity, Integrated Management Program) – Program instructor
2006-2012 IBI - Korea Program – Program instructor
2008-2010 Accelerated Leadership Program – Program coordinator/instructor
2006-2009 Cathay Pacific – Managing the Cathay Way – Program instructor
2006-2007 Indian Institute of Management International MBA – Program instructor
2004-2005 Brand Management (for Daehong Advertising) – Program coordinator/instructor

(e) *Visiting Lecturer (indicate university/organization and dates)*

Strathmore University (Kenya) – MBA program (2016)
University of Utah EMBA program (2015)
Next 36 – University of Toronto (Rotman) (2013, 2014)
Hong Kong Poly Tech University – DBA program (2008, 2009)
KTH Executive School/SIMI – Nordic Growth Management Program (2008)
Thammasatt University (Thailand) – MIM program (2005, 2006)
Indian School of Business - LIC program (2004)
Hong Kong University of Science and Technology (1998, 2001)

9. **SCHOLARLY AND PROFESSIONAL ACTIVITIES**

(a) *Areas of special interest and accomplishments*

New product development and adoption
 Creativity
 Emotions in consumption contexts
 Social influence
 Social marketing

(b) *Research or equivalent grants (indicate under COMP whether grants were obtained competitively (C) or non-competitively (NC))*

Granting Agency	Subject	\$	Year	Principal Investigator	Co-Investigate
SSHRC	Consumer Reaction to Scarcity	\$157,380	2014	Darren Dahl	
SSHRC	Consumer Punishment	\$82,640	2011	Darren Dahl	
CFI	Consumer Creativity	\$242,378	2010	Darren Dahl	Juliet Zhu
MSI	Vanity Sizing	\$15,250	2010	Maura Scott	Darren Dahl JoAndrea Hoegg Andrea Morales
SSHRC	Visualization and Product Evaluation	\$68,650	2010	Min Zhao	Darren Dahl
SSHRC	Social Influence and Food Consumption	\$70,668	2008	Darren Dahl	
SSHRC	Positive Consumer Contagion	\$102,732	2007	Jennifer Argo	Darren Dahl
SSHRC	Product Newness Perceptions	\$84,012	2005	Darren Dahl	
SSHRC	Disassociative Social Influence	\$60,575	2005	Kate White	Darren Dahl
SSHRC	Guilt in a Retail Purchase Context	\$89,253	2004	Rajesh Manchanda	Darren Dahl
SSHRC	Reference Group Influence	\$83,660	2004	Jennifer Argo	Darren Dahl
UBC – HSS	Miscellaneous Topics (7)	\$27,874	2003-12	Darren Dahl	
SSHRC	Creative New Product Design	\$62,425	2002	Darren Dahl	
SSHRC	Speech and Broadcast Advertising	\$66,125	1999	Darren Dahl	Amitava Chattopadhyay
UM-SSHRC	Miscellaneous Topics (2)	\$7,200	1998-9	Darren Dahl	

(c) *Invited Research Talks/Presentations*

2017

Hebrew University, Jerusalem, Israel
 University of Miami, Miami, Florida, USA
 University of Louisville, Louisville, Kentucky, USA
 Wharton School of Business, University of Pennsylvania, Philadelphia, USA
 University of Oregon, Eugene, Oregon, USA

2016

University of California, Irvine, California, USA
 Harvard School of Business, Massachusetts, USA
 McGill University, Montreal, Quebec, Canada
 University of Georgia, Athens, Georgia, USA
 Georgia State, Atlanta, Georgia, USA
 University of Kentucky, Lexington, Kentucky, USA
 University of Hawaii, Honolulu, Hawaii, USA
 HKUST, Hong Kong, China
 University of Utah, Salt Lake City, Utah, USA
 University of Tel Aviv, Tel Aviv, Israel
 Frankfurt School of Finance and Management, Frankfurt, Germany
 UMPF, Grenoble, France

2015

UMPF, Grenoble, France
 University of Manitoba, Winnipeg, Manitoba, Canada
 Washington University, St. Louis, USA
 Schulich Business School, York University, Toronto, Ontario, Canada
 John Hopkins University, Baltimore, Maryland, USA
 University of Houston, Houston, Texas, USA
 Baruch College, New York, New York, USA
 Hong Kong Polytechnic University, Hong Kong, China
 Imperial College, London, England
 Said Business School, Oxford, England
 University of Groningen, Groningen, Netherlands
 Shanghai University of Finance and Economics, Shanghai, China
 Yonsei University, Seoul, Korea
 Ewha Womans University, Seoul, Korea

2014

Shanghai University of Finance and Economics, Shanghai, China
 Sheth Research Camp, University of Pittsburgh, Pittsburgh, Pennsylvania, USA
 University of Nijmegen, Nijmegen, Netherlands
 NEOMA School of Business, Paris, France
 Florida State University, Tallahassee, Florida, USA
 FGV-EBAPE, Rio de Janeiro, Brazil
 Universidade Federal Do Parana, Curitiba, Brazil
 RMIT, Melbourne, Australia
 University of Kansas, Kansas, USA
 Boston College, Boston, Massachusetts, USA
 KOC University, Istanbul, Turkey

2013

University of Illinois Urbana-Champaign, Illinois USA
 Spring Research Camp, University of Minnesota, Minneapolis, Minnesota, USA
 University of Arkansas, Fayette, Arkansas, USA
 National University of Singapore, Singapore
 Marketing Camp, Fudan University, Shanghai, China
 Queensland University of Technology, Brisbane, Australia
 Chinese University of Hong Kong, Hong Kong, China

2012

Marketing and Behavioural Science Workshop, Warwick Business School, London, UK
 Marketing Research Forum, Cheung Kong GSB, Beijing, China
 WU (University of Vienna Business and Economics), Vienna, Austria
 San Diego Research Camp, University of San Diego, California, USA
 Maastricht University, Maastricht, Netherlands
 Reims Management School, Reims, France
 Buck Weaver Symposium, MIT, Boston, Massachusetts, USA

2011

City University Hong Kong, China
 Cornell University, Ithaca, New York, USA
 RWTH Aachen University, Aachen, Germany
 University of Alberta, Alberta, Canada
 Spring Research Camp, INSEAD, Singapore
 Customer Insights Conference, Yale University, Connecticut, USA
 University of Southern California, California, USA

- Brock University, Ontario, Canada
University of Michigan, Ann Arbor, Michigan, USA
- 2010
Winter Research Camp, Leuven, Belgium
University of Wisconsin-Madison, Wisconsin, USA
Fall Research Camp, HEC, Paris, France
UW-UBC Spring Research Camp, Washington, USA
Queen's University, Ontario, Canada
Brigham Young University, Utah, USA
- 2009
Winter Research Camp, HKUST, Hong Kong, China
Duke University, North Carolina, USA
Bocconi University, Milan, Italy
University of British Columbia, Okanagan, Canada
University of Sydney, Australia
Arizona State University, Arizona, USA
Stanford Graduate School of Business, California, USA
- 2008
New York University, New York, USA
Wharton School of Business, University of Pennsylvania, Philadelphia, USA
University of Alberta, Alberta, Canada
Fall Research Camp, Northwestern University, Illinois, USA
Summer Research Camp, Bilkent University, Ankara, Turkey
Hong Kong Poly Tech University, China
McGill University, Montreal, Canada
Erasmus University, Rotterdam, Netherlands
INSEAD, Singapore
Tsinghua University, Beijing, China
- 2007
University of Texas at Austin, Texas, USA
Chicago Graduate School of Business, Illinois, USA
Harvard School of Business, Massachusetts, USA
Schulich School of Business, York University, Ontario, Canada
Queen's University, Ontario, Canada
- 2006
Tools for Innovation Camp, University of Texas at Austin, Texas, USA
Columbia University, New York, USA
- 2005
Washington State University, Washington, USA
University of North Carolina – Chapel Hill, North Carolina, USA
Winter Research Camp, University of Southern California, California, USA
- 2004
UW-UBC Spring Research Camp, Washington, USA
National University of Singapore, Singapore
Hong Kong University of Science and Technology, Hong Kong, China
- 2001
University of British Columbia, British Columbia, Canada
University of Alberta, Alberta, Canada
- 2000
Brigham Young University, Utah, USA
INSEAD, Fontainebleau, France

(e) Other Presentations

PCMA Business School - "Creativity and Innovation in Business", Vancouver, British Columbia (2016)
 MIT University – "Drawing Outside the Lines: Creativity and Innovation in Business", Calgary, Alberta/
 Vancouver, British Columbia (2015)
 MSI Immersion – "Strengthening Your Creative Leadership in your Organization", Boston
 Massachusetts (2015)
 BC Crown Counsel – "Leadership: The Case for Creativity", Whistler, British Columbia (2014)
 Professional Women' Network – "What's the Point of Creativity", Vancouver, British Columbia (2014)
 YPO (Young Presidents Organization) – "Leading with Failure", Vancouver, British Columbia, (2013)
 Fashion Center Group – "The Complexity of Social Influence in a Retail Context", Vancouver, British
 Columbia (2011)
 MSI Sources and Uses of Customer Insights – "The Role of Social Influence in Shaping Behavior" –
 Chicago, Illinois (2011)
 Morry Stein Conference, American Camp Association – "Consumer Behavior/Research", White Plains,
 New York (2007)
 HCLABC Conference – "Leadership in a Shifting Landscape", Vancouver, British Columbia (2007)
 Vancouver Board of Trade Boot Camp – "How to Get the Most Bang for your Marketing Buck",
 Vancouver, British Columbia (2007)
 IM Training Program FDC, Belo Horizonte Brazil – "Branding", Vancouver, British Columbia (2007)
 Innerviews Ontario – "Behavioural Heuristics of the Consumer", Toronto, Ontario (2006)
 CASPER British Columbia – "Marketing Research", Vancouver, British Columbia (2006)
 MSI Young Scholars - "Thinking Inside of the Box: Why Consumers Enjoy Constrained Creative
 Experiences" – Park City, Utah (2005)
 Sales and Marketing Executives of Vancouver – "Rebranding Sauder", Vancouver, British Columbia
 (2005)

(g) Conference Participation (Organizer, Keynote Speaker, etc.)

SCP Winter Conference Keynote (2017) – San Francisco, California, USA
 CEIBS Marketing Conference Keynote – CEIBS (2016) – Shanghai, China
 Haring Symposium Keynote – University of Indiana (2016) – Bloomington, Indiana
 RMIT Retreat Keynote (2015) – Melbourne, Australia
 KSMS International Conference Keynote (2015) – Seoul, Korea
 SCP Europe Conference Co-Chair (2015) – Vienna, Austria
 ACR Asia Pacific Keynote (2015) – Hong Kong, China
 SCP Winter Conference Presidential Address (2014) – San Antonio, Texas, USA
 ANPAD Conference Keynote (2014) – Gramado, Brazil
 UNICON Conference Chair/Keynote (2012) – Vancouver, BC
 Association for Consumer Research Conference Co-chair (2010) – Jacksonville, Florida
 Marketing Scholar Forum VIII (2010) – Keynote speaker, Fudan University, Shanghai, China
 PDMA Doctoral Consortium – Faculty Fellow – (2011, 2014)
 AMA Doctoral Consortium – Faculty Fellow – (2010, 2012-2017)
 SCP Doctoral Consortium – (2010, 2012-2014)
 ACR Doctoral Consortium – (2006, 2009-2016)
 Marketing Science Conference Co-chair (2008) – Vancouver, BC
 Action Editor Association for Consumer Research Conference 2007
 Association for Consumer Research Conference Program Committee (2004, 2006, 2013)
 Association for Consumer Research Latin American Program Committee 2014
 Advertising and Consumer Psychology 2006 Conference Program Committee

Group of Organizations and the Natural Environment Research 2006 Conference Program Committee

10. SERVICE TO THE UNIVERSITY

(a) *Memberships on committees, including offices held and dates*

Division Chair, Marketing (September 2009 – July 2012)

Point Grey Faculty Association Board, member (February 2006 – July 2012)

Sauder Branding Committee, member (September 2003 – August 2008, September 2009 – July 2012)

APT, member (September 2011 – July 2012)

Dean Search Committee, member (May 2011 – May 2012)

Sauder Strategy Committee, member (January 2011 – 2012)

MBA, ECM Development Committee, member (May 2010 – October 2011)

Acting Director - Communication, Sauder School (August 2010 – January 2011)

Entrepreneurship Curriculum Committee, member (October 2006 – August 2008)

APAC, member (August 2004 – March 2007)

Building Technology Committee, member (June 2006 – August 2006)

Programs and Curriculum Committee, member (September 2003 – July 2004)

Marketing Department Recruitment Committee (July 2002 – March 2003, July 2003 – December 2003, July 2004 - December 2004, July 2010 – December 2010, July 2011 – December 2011)

(b) *Other service, including dates*

MBA Specialization Coordinator (September 2002 – August 2008)

Faculty Advisor to the Manitoba International Marketing Competition (MIMC) UBC team (September 2002 – January 2008, September 2009 – January 2012)

11. SERVICE TO THE COMMUNITY

(a) *Memberships on scholarly societies, including offices held and dates*

Society for Consumer Psychology – President (2013)

Association for Consumer Research – Board of Directors (2008 - 2010)

Association for Consumer Research, member (1995 - continuing)

Society for Consumer Psychology, member (1998 - continuing)

(b) *Memberships on other societies, including offices held and dates*

(c) *Memberships on scholarly committees, including offices held and dates*

(d) *Memberships on other committees, including offices held and dates*

(e) *Editorships (list journal and dates)*

Journal of Consumer Research, editor (2014 -), associate editor (2009-2014), editorial review board (2005-2009)

Journal of Marketing Research, editorial review board (2008-)

Journal of Marketing, editorial review board (2011-)

Journal of Product Innovation Management, editorial review board (2013-)

Journal of Marketing Education, editorial review board (2013-)

International Journal of Research in Marketing, editorial review board (2009-)

Journal of Marketing Behavior, associate editor (2014), editorial review board (2014-)

Canadian Journal of Administrative Sciences, editor (2009-2012), editorial review board (2006-)
 Journal of the Academy of Marketing Science, editorial review board (2015-)
 International Journal of Business and Emerging Markets, editorial review board (2007-)
 Journal of Consumer Psychology, editorial review board (2010-2013)

(f) *Reviewer (journal, agency, etc. including dates)*

Ferber Award Judge – Journal of Consumer Research 2008

Ad hoc reviewer:

Management Science, Journal of Public Policy & Marketing, Marketing Letters, Journal of Retailing, Journal of Interactive Marketing, Social Marketing Quarterly, The International Journal of Management Reviews, Journal of Business Research, The Journal of Retailing and Consumer Services, Journal of Applied Social Psychology, Cognitive Science, Psychological Science, Journal of Economic Psychology, Design Studies, Journal of Creative Behavior, Psychology, Health, & Medicine, AIDSCare, Journal for the Association of Consumer Research.

Granting agency ad hoc reviewer:

SSHRC, Canadian Foundation for Innovation, RGC-Hong Kong, Nova Scotia Health Research Foundation, IDEX Université Grenoble Alpes,

School reviewer:

Haskayne School of Business, University of Calgary – Faculty Review 2013

(g) *Consultant (indicate organization and dates)*

Vancouver Public Health (1996), GE-Camco (2000), Manitoba Public Insurance (2001), NRC - Institute for Biodiagnostics Research (2001), LuLuLemon Athletica (2003), Government of Kuwait (2003), Terra Housing (2005), Agent Provocateur (2006), Teekay Shipping (2006-2007), Hagensborg Foods (2006), Xerox (2006), Procter & Gamble (2007), Frito Lay (2008), LDB (2009), Earls Restaurants (2010), Sandoval Foods (2012).

12. AWARDS AND DISTINCTIONS

(a) *Awards for Teaching (indicate name of award, awarding organizations, date)*

3M Teaching Fellow – (2012)

Business Professor of the Year Award (Final Four) – Economist Magazine (2012-13)

MBA Teaching Award – UBC (2008)

Talking Stick Award for Innovation in Teaching – UBC (2007)

CGA Graduate Master Teaching Award – UBC (2006)

Alma Mater Society Just Desserts Award – UBC (2006)

CUS Teaching Excellence Award – UBC (2004)

Golden Shovel Award – University of Manitoba (2002)

Merit Award (Teaching) – University of Manitoba (2001)

Student Union Teacher Recognition Award – University of Manitoba (2001)

Graduate Teaching Assistant Prize – UBC (1998)

Graduate Student Teaching Award – UBC (1996)

(b) *Awards for Scholarship (indicate name of award, awarding organizations, date)*

Killam Research Prize – UBC (2016)
Sauder Research Excellence Award (Senior) – UBC (2012)
Park Award for Outstanding Contribution to the Journal of Consumer Psychology – 2007 (2010)
Journal of Consumer Research Best Article Award - 2005 (2008)
Sauder Research Excellence Award (Junior) – UBC (2006)
Marketing Science Institute Young Scholar – MSI (2005)
Fred H. Siller Professorship in Applied Marketing Research – UBC (2003)
F. Ross Johnson Fellow - University of Manitoba (2000)
ASAC Best Canadian Doctoral Dissertation Award (2000)
Associate's Research Award - University of Manitoba (1999)
American Marketing Association, Fellow, Doctoral Consortium (1995)

(c) Awards for Service (indicate name of award, awarding organizations, date)

Journal of Consumer Psychology Reviewer Excellence Award (2010-2011)
Journal of Consumer Research Outstanding Reviewer Award (2007-2008)
Kiwanis Community Service Award (1986)

(d) Other Awards

Hong Kong - Canada Business Association Scholarship (1996-1997)
University Graduate Fellowship - UBC (1995-1997)
Entrepreneurship Research Alliance Research Fellow - UBC (1994-1995)
E.D. MacPhee Graduate Fellowship – UBC (1993-1994)
Keith V. Buchanan Memorial Scholarship in Accounting, University of Alberta (1992)
Alexander Rutherford Scholarship (1986)

THE UNIVERSITY OF BRITISH COLUMBIA
Publications Record

SURNAME: DAHL

FIRST NAME: Darren **Initials:** DWD

MIDDLE NAME(S): W. **Date:** April 2017

1. REFEREED PUBLICATIONS

(a) *Journals*

- 72) Mehta, Ravi, Darren W. Dahl, Rui (Juliet) Zhu “Social-Recognition versus Money? Exploring the Effects of Creativity Contingent External Rewards on Creativity”, *Journal of Consumer Research*, (forthcoming).
- 71) Chae, Boyoun, Darren W. Dahl, Rui (Juliet) Zhu ““Our” Brand's Failure Leads to “Their” Product Derogation”, *Journal of Consumer Psychology*, (forthcoming).
- 70) Martins, Chrissy M., Lauren G. Block, and Darren W. Dahl “Cleanliness is Next to Godliness and Chocolate Cake: The Effects of Physical Cleansing on Indulgence“, *Psychology and Marketing*, (forthcoming).
- 69) 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), 683-706.
- 68) 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*, 42(6), 879-896.
- 67) White, Katherine, Lily Lin, Darren W. Dahl, and Robin Ritchie (2016) “When do Consumers Avoid Imperfections? Superficial Packaging Damage as a Contamination Cue”, *Journal of Marketing Research*, 53 (1) 110-123.
- 66) Dahl, Darren W., Christoph Fuchs, and Martin Schreier (2015) “Why and When Consumers Prefer Products of User-Driven Firms: A Social Identification Account”, *Management Science*, 61(8), 1978-1988.
- 65) Hattula, Johannes, Walter Herzog, Darren W. Dahl, and Sven Reinecke (2015) “Managerial Empathy Facilitates Egocentric Predictions of Consumer Preferences”, *Journal of Marketing Research*, 52 (2), 235-252.
- 64) Zhao, Min, Darren W. Dahl, and Steve Hoeffler (2014) “Optimal Visualization Aids and Temporal Framing for New Products”, *Journal of Consumer Research*, 41 (4), 1136-1151.
- 63) Ward, Morgan K. and Darren W. Dahl (2014) “Should the Devil Sell Prada? Retail Rejection Increases Aspiring Consumers’ Desire for the Brand”, *Journal of Consumer Research*, 41(3), 590-609.

- 62) Martins, Chrissy M., Lauren G. Block, and Darren W. Dahl (2014) "A Disregard for Calories During Sampling: Exploring the "Samples Don't Count" Effect", *Health*, 6 (3), 218-222.
- 61) Main, Kelley, Sutapa Aditya, and Darren W. Dahl (2014) "How Source Characteristics Impact Consumer Evaluations of Direct and Indirect Persuasion Attempts", *Canadian Journal of Administrative Sciences*, 31(1), 35-43.
- 60) Vohs, Kathleen D., Jaideep Sengupta, and Darren W. Dahl (2014) "Sexual Images Aren't So Wrong If They Are Seen with an Expensive Product: Women's Reactions to Sexual Stimuli Vary with Market Factors", *Psychological Science*, 25(1), 278-283.
- 59) Hoegg, Jo Andrea, Maura Scott, Andrea C. Morales, and Darren W. Dahl (2014) "The Flip Side of Vanity Sizing: How Consumers Respond to and Compensate for Larger than Expected Clothing Sizes", *Journal of Consumer Psychology*, 24(1), 70-78.
- 58) Fuchs, Christoph, Emanuela Prandelli, Martin Schreier, and Darren W. Dahl (2013) "All that is Users Might not be Gold: How Labeling Products as User-Designed Backfires in the Context of Luxury Fashion Brands", *Journal of Marketing*, 77(5), 75-91.
- 57) Mugge, Ruth and Darren W. Dahl (2013) "Seeking the Ideal Level of Design Newness: Consumer Response to Radical and Incremental Product Design", *Journal of Product Innovation Management*, 30(S1), 34-37.
- 56) Jiang, Lan, Jo Andrea Hoegg, and Darren W. Dahl (2013) "Consumer Reaction to Unearned Preferential Treatment", *Journal of Consumer Research*, 40(3), 412-427.
- 55) Lin, Lily, Darren W. Dahl, and Jennifer J. Argo (2013) "Do the Crime, Always do the Time? Insights into Consumer-to-Consumer Punishment Decisions", *Journal of Consumer Research*, 40 (1), 64-77.
- 54) Goode, Miranda R., Darren W. Dahl, and Page C. Moreau (2013) "Innovation Aesthetics: The Relationship between Category Cues, Categorization Certainty and Newness Perceptions", *Journal of Product Innovation Management*, 30(2), 192-208, lead article.
- 53) Yang, Haiyang, Amitava Chattopadhyay, Kuangjie Zhang, and Darren W. Dahl (2012) "Unconscious Creativity: When can Unconscious Thought Outperform Conscious Thought?", *Journal of Consumer Psychology*, 22(4), 573-581.
- 52) Dunn, Lea and Darren W. Dahl (2012) "Self-threat and Product Failure: How Internal Attributions of Blame Impact Consumer Complaining Behavior", *Journal of Marketing Research*, 49(October), 670-681.
- 51) Zhao, Min, Steve Hoeffler, and Darren W. Dahl (2012) "Imagination Difficulty and New Product Evaluation", *Journal of Product Innovation Management*, 29(December), 76-90.
- 50) Van Den Hende, Ellis A., Darren W. Dahl, Jan P.L. Schoormans, and Dirk Snelders (2012) "Narrative Transportation in Concept Tests for Really New Products: The Moderating Effect of Reader-Protagonist Similarity," *Journal of Product Innovation Management*, 29(December), 157-170.

- 49) Schreier, Martin, Christoph Fuchs, and Darren W. Dahl (2012), "The Innovation Effect of User Design: Exploring Consumers' Innovation Perceptions of Firms Selling Products Designed by Users", *Journal of Marketing*, 75(5), 18-32, runner-up 2012 MSI/H. Paul Root Award.
- 48) Dahl, Darren W., Jennifer J. Argo, and Andrea C. Morales (2012), "Social Information in the Retail Environment: The Importance of Consumption Alignment, Referent Identity, and Self-Esteem", *Journal of Consumer Research*, 38(5), 860-871.
- 47) Smimou, Kamal and Darren W. Dahl (2012) "On the Relationship between Students' Perceptions of Teaching Quality, Methods of Assessment, and Satisfaction", *Journal of Education for Business*, 87 (1), 22-35.
- 46) Argo, Jennifer J, Darren W. Dahl, and Katherine White (2011) "Deceptive Strategic Identity Support: Misrepresentation of Information to Protect another Individual's Public Self-image", *Journal of Applied Social Psychology*, 41(11), 2753-2767.
- 45) Sellier, Anne-Laure and Darren W. Dahl (2011), "Focus! Creative Success Is Enjoyed through Restricted Choice", *Journal of Marketing Research*, 48(December), 996-1007.
- 44) Burroughs, James E., Darren W. Dahl, Page C. Moreau, Amitava Chattopadhyay, and Gerald J. Gorn (2011) "The Interaction of Creativity Training and Extrinsic Rewards on New Product Development", *Journal of Marketing*, 75 (4), 53-67.
- 43) Dahl, Darren W. and Kamal Smimou (2011), "Does Motivation Matter? On the Relationship between Perceived Quality of Teaching and Students' Motivational Orientations," *Managerial Finance*, 37(7), 582-609.
- 42) White, Katherine, Rhiannon MacDonnell, and Darren W. Dahl (2011) "It's the Mindset that Matters: The Role of Construal Level and Message Framing in Influencing Consumer Efficacy and Conservation Behaviors over the Long-Term", *Journal of Marketing Research*, 48(June), 472-485.
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