

THE UNIVERSITY OF BRITISH COLUMBIA

Date: April 24th, 2017.

Initials: KW

1. SURNAME: White

FIRST NAME: Katherine

2. DEPARTMENT/SCHOOL:

Marketing and Behavioural Science/ Sauder
School of Business

3. FACULTY:

Commerce and Business Administration

4. PRESENT RANK: Professor

SINCE: July 1, 2015

5. POST-SECONDARY EDUCATION

University or Institution	Degree	Subject Area	Date
Simon Fraser University	Postdoctoral Fellow	Psychology	2004
University of British Columbia	PhD	Psychology	2003
University of Waterloo	Master of Arts	Psychology	2000
Simon Fraser University	BA	Psychology	1997

Title of Dissertation and Name of Supervisor

Looking on The Bright Side: Downward Counterfactual Thinking and Coping with Stressful Life Events. (Supervisor: Darrin Lehman)

6. EMPLOYMENT RECORD

(a) non-UBC Employment

University, Company or Organization	Rank or Title	Dates
The University of Calgary	Adjunct Professor, Psychology	2008 - 2011
The University of Calgary	Associate Professor, Marketing	2008 - 2011
University of Virginia	Visiting Associate Professor	2010
The University of Calgary	Assistant Professor, Marketing	2004 - 2008
Simon Fraser University	Instructor, Psychology	2002 - 2003
University of the Fraser Valley, Capilano College, and Douglas College	Instructor, Psychology	2001 - 2002

(b) UBC Employment

Rank or Title	Dates
Full Professor	2015 - present
Associate Professor	2011 - 2015
Instructor	2004

(c) Date of granting tenure at UBC

July 1, 2011

7. LEAVES OF ABSENCE

8. TEACHING

Areas of special interest and accomplishments

- Consumer behavior, sustainability marketing, fundamentals of marketing, social marketing, international marketing, and marketing research

Courses taught at UBC

Session	Course Number	Class Size	Hours
Winter 2016	COMM 662: Introduction to Consumer Behaviour	7	
Winter 2016	BAMA 506: Consumer Behaviour	40	
Winter 2015	COMM 590A: The Self and Consumer Behaviour	5	
Winter 2015	BAMA 506: Consumer Behaviour	16	
Winter 2014	BAMA 506: Consumer Behaviour	34	
Winter 2013	BAMA 506: Consumer Behavior	32	
Fall 2013	COMM 662: Advanced Consumer Behavior	8	
Winter 2013	COMM 486F: Sustainability Marketing	34	
Winter 2013	COMM 362: Consumer Behaviour	42	
Winter 2013	COMM 362: Consumer Behaviour	43	
Winter 2012	COMM 362: Consumer Behaviour	42	
Winter 2012	COMM 486F: Sustainability Marketing	3	
Winter 2011	COMM 662: Motivation and Consumer Behaviour	34	
Winter	COMM 362: Consumer Behaviour	35	

Other teaching not in UBC Degree programs (executive education, etc.)

- Executive Education – Co-Taught, “The Influential Manager” with Karl Aquino
 - May 2013, November 2013, February 2014, November 2014, June 2016
- Sales and Marketing Executives Program (Term 2 Fall and Winter 2011; Term 2 Winter 2012; Term 1 and 2 2013-2014; Term 1 2014-2015)
 - Academic Instructor, 3rd year (2012-2015)
 - Program Co-Director (2014-2015)
 - Harrison Hot-spring Retreat (March 15th-17th, 2012/March 14th -16th, 2013/March 13th-14th, 2014, 2015; 2014)

Courses taught at other institutions

Session	Course Number	Class Size	Hours
Winter at The University of Calgary	Marketing 797: PhD Seminar in Social Marketing	3	
Winter at The University of Calgary	Marketing 799: Developing Research Ideas in Marketing	3	
Winter at Simon Fraser University	Psychology 361: Social Cognition	60	
Winter at University of the Fraser Valley	Psychology 210: Research Methods and Introductory Statistics	25	
Winter at Capilano College and Douglas College	Psychology 100: Introduction to Psychology	30	
Winter at Haskayne School of Business, University of Calgary	Marketing 317: Fundamentals of Marketing	60	
Winter at Haskayne School of Business, University of Calgary	Marketing 483: Consumer Behaviour	35	
University of Virginia	COMM 3315: Fundamentals of Marketing	25	
Winter at University of Virginia-Semester at Sea	SEMS 3500: Consumer Psychology	25	
Winter at Haskayne School of Business, University of Calgary	Marketing 761: MBA Consumer Behaviour	15	
Thammasat University	Marketing 611: MBA Behavioral Science in Marketing	36	

Graduate Students Supervised and/or Co-Supervised

Graduate Student Supervision at University of British Columbia

M.Sc. and Ph.D. Student Supervision					
Student name	Program type	Start Year	Finish Date if known	Job Placement if known	Your role
Johannes Bogerhausen	PhD	2014	2017	In progress	Co-Chair
Yoonji Shim	PhD	2012	2017	In progress	Chair
Thomas Allard	PhD	2010	2016	In progress	Co-Chair
Kirk Kristofferson	PhD	2010	2015	Arizona State University	Co-Chair
Cluny South	PhD	2011	2014	In progress	Co-Chair
Noah Castello	MSc	2013	2014	Columbia University PhD program	Co-Chair
Grace Chae	PhD	2008	2013	Temple University	Committee Member
Anthony Turner	PhD	2010	2013	Hult International Business School	Committee Member

Graduate Student Supervision at University of Calgary

- Supervisor Rhiannon MacDonnell (PhD. student, marketing; supervisor)
- Dissertation committee member: Jennifer Nicol (Ph.D. student, psychology)
- Dissertation committee member: Prakash Das (Ph.D. student, Marketing)
- Dissertation committee member: Roy George (Ph.D. student, Marketing)
- Dissertation committee member: Shujun Ding (Ph.D. student, Marketing)
- Research assistantship supervisor: Bonnie Simpson (Ph.D. student, led to a **JM** publication)
- Directed studies supervisor: Rhiannon MacDonnell (Ph.D. student, marketing, led to a **JMR** publication)
- Directed studies supervisor: John Pelozo (Ph.D. student, led to a **JM** publication)
- Directed studies supervisor: Chelsea Willness (Ph.D. student, led to a **JCP** publication)

- Directed studies supervisor: Prakash Das (Ph.D. student)
- Directed studies supervisor: Eddie Sheppard (Ph.D. student)
- Directed studies supervisor: Rhiannon MacDonnell (M.A. student, led to a *JM* publication)
- Directed studies supervisor: Amber Rutledge (M.A student)

Visiting Lecturer (indicate university/organization and dates)

2010 Visiting Associate Professor, University of Virginia, Semester at Sea

2008 Visiting Lecturer, Thammasat University, Thailand

9. SCHOLARLY AND PROFESSIONAL ACTIVITIES

Research or equivalent grants (indicate under COMP whether grants were obtained competitively)

Granting Agency	Subject	COMP	Amount	Year	Principal Investigator	Co-Investigator
CIHR	Strategies to achieve self-sufficiency in kidney transplantation in Canada		\$2,850,000	2016	John Gill	Amber Appleby, Ric Bienstock, David Byrnes, Patricia Campbell, Marie-Chantal Fortin, Olwyn Johnston, S. Joseph Kim, Scott Klarenbach, Karen Philip, Caren Rose, Kara Schick Makaroff, Joel Singer, Kathryn Tinckam, David Unger, Katherine White, Kimberly Young, Jeff Zaltzman
Dean's Exploratory Research Grant	The Role of Social Norms in Predicting Consumer Reactions to Gas Pump Labelling	C	\$8,000	2016	White, Katherine	

MITACS – Two projects with SPCA	Behavioural interventions to encourage spaying and neutering of pets		\$30,000	2016	White, Katherine	Cluny South
Social Sciences and Humanities Research Council of Canada (SSHRC)	When Does Positive Ingroup Performance Enhance or Decrease Sustainable Consumer Behaviours?	C	\$148,330	2014	White, Katherine	
Social Sciences and Humanities Research Council of Canada (SSHRC)	Accuracy and Defense Responses to Persuasion Related Information	C	\$234,750	2014	Main, Kelley	White, Katherine
Transformative Consumer Research Grant via the Association for Consumer Research	Turning 'Slacktivists' Into Activists: The Role of Consumer Cognitive Processing	C	\$1,000	2013	White, Katherine	Noah Costello
Sustainability Spotlight Grant, via the UBC Sustainability Initiative	Teaching and Learning/ UBC Sustainability Initiative	C	\$5,000	2012	White, Katherine	
Social Sciences and Humanities Research Council of Canada (SSHRC)	Positioning on Place: When does Place of Origin Versus Local Identity Drive Consumer Response?	C	\$79,226	2012	Mantanakis, Antonia	White, Katherine
Social Sciences and Humanities Research Council of Canada (SSHRC)	The "Dos and Don'ts" of Normative Influence: When Do (and Don't) Normative Messages Lead to Prosocial Actions?	C	\$82,184	2011	White, Katherine	

Publication Grant from the Haskayne School of Business	Construal Level and Message Framing in Influencing Consumer Efficacy and Conservation Behaviors	C	\$5,000	2011	White, Katherine	
CFI Leaders Opportunity Fund Grant	Behavioural Research in Sustainability	C	\$121,415	2011	Steel, Piers; Arvai, Joe; White, Katherine	
Awarded a Publication Grant from the Haskayne School of Business	Generating Charitable Support using Self-Benefit Versus Other-Benefit Marketing Appeals	NC	\$5,000	2010	White, Katherine	
Social Sciences and Humanities Research Council of Canada (SSHRC)	Why does Corporate Social Responsibility Matter to Job Applicants? Examining Theoretical Mechanisms that Can Explain the CSR-Applicant Attraction Relationship	C	\$73,830	2010	Willness, Chelsea	White, Katherine
Awarded a grant from the City of Calgary	The Effects of Normative Appeals on Grasscycling Behaviours	C	\$11,730	2010	White, Katherine	
Social Sciences and Humanities Research Council of Canada (SSHRC)	Resilience to Social Identity Threat: When Consumers Bolster their Product Preferences	C	\$67,032	2008	White, Katherine	
Dean's Research Grant from Haskayne School of Business		NC	\$30,000	2007	White, Katherine	

Awarded a Publication Grant from the Haskayne School of Business	Are all Outgroups Created Equal? Consumer Identity and Dissociative Influence	NC	\$5,000	2007	White, Katherine	
Publication Grant from the Haskayne School of Business	Social Comparison Theory and Deception in the Interpersonal Exchange of Consumption Information	NC	\$5,000	2006	White, Katherine	
University Research Grants Committee Starter Grant from the University of Calgary	Dissociative Social Influence on Consumer Preferences	C	\$9,560	2005	White, Katherine	
Social Sciences and Humanities Research Council of Canada (SSHRC)	Dissociative Social Influence on Consumer Preferences	C	\$60,575	2005	White, Katherine	Darren W. Dahl
Dean's Research Grant from the Haskayne School of Business		C	\$30,000	2004	White, Katherine	
City of Calgary	The Effects of Message Framing and Construal	C	\$4,200	2004	White, Katherine	
Two Program for Undergraduate Research Awards (PURE), U of C		C	\$9,000	2004	White, Katherine	

Invited Presentations

Institution	Title	Date
Interdisciplinary Perspectives on Morality and Immorality Conference, Whistler, BC	Vicarious Impression Management Via Communicating Others' Moral Behaviors	Aug 2016
University of British Columbia, Department	I Shared What You Did Last Summer:	Nov 2015

of Psychology	Vicarious Impression Management Via the Good Deeds of Others	
McGill University	I Shared What You Did Last Summer: Vicarious Impression Management Via the Good Deeds of Others	May 2015
University of Southern California	I Shared What You Did Last Summer: Vicarious Impression Management Via the Good Deeds of Others	February 2015
University of Pittsburgh	I Shared What You Did Last Summer: Vicarious Impression Management Via the Good Deeds of Others	January 2015
Cass School of Business, City University, UK	Slacktivism Revisited: How Our Own and Others' Actions Can Decrease Subsequent Charitable Behaviors	Nov 2014
Columbia University	The Nature of Slacktivism	May 2014
Temple University	Drivers of Prosocial Action: The Role of Previous Individual and Group Performance	April 2014
University of British Columbia - Okanagan	The Motivating Role of Dissociative Outgroups in Influencing Sustainable Consumer Behaviors	2013
BC Hydro/' DDB: Session on encouraging sustainable energy usage behaviours	Encouraging Sustainable Energy Usage Behaviours	2013
WU Vienna University of Business and Economics	Turning Slacktivists Into Activists: How the Public Versus Private Nature of an Initial Act of Symbolic Support Impacts Subsequent Prosocial Action	April 2013
Boston University School of Management	Turning Slacktivists Into Activists: How the Public Versus Private Nature of an Initial Act of Symbolic Support Impacts Subsequent Prosocial Action	April 2013
Presentation for Center for Ethics, UBC	Sauder School of Business, University of British Columbia	2013
Ivey School of Business, Western University	The Motivating Role of Dissociative	2012

	Outgroups in Influencing Sustainable Consumer Behaviors	
Doctorial Symposium, Association for Consumer Research, 2012	Special Session on Social Influence Research	2012
Faculty Advisory Board, Sauder School of Business	Presented my program of research to the FAB for the Sauder School of Business	2012
Queen's School of Business	It's The Message That Matters: Congruent Messaging and Encouraging Sustainable Consumer Behaviors	2012
University of Washington	When Do (and Don't) Normative Messages Best Influence Sustainable Consumer Behaviors	2012
UBC Dialogues	Public lecture on encouraging sustainable consumption	2012
Stanford Graduate School of Business: The Science of Getting People to Do Good Conference	It's the Mind-Set that Matters: The Role of Construal Level and Message Framing in Influencing Recycling	2012
Society for Consumer Psychology - Session on Social Influence	Social Norms and Social Influence	2012
University of Michigan	Belief in a Just World: Consumer Intentions and Behaviors Toward Ethical Products	2011
INSEAD	It's the Mindset that Matters: The Role of Construal Level and Message Framing in Influencing Consumer Efficacy and Conservation Behaviors.	2010
University of Miami	The Role of Construal Level and Message Framing in Influencing Conservation Behaviors.	2010
University of Virginia	The Role of Construal Level and Message Framing in Influencing Consumer Conservation Behaviors.	2010
City of Calgary	The Role of Construal Level and Message Framing in Influencing Consumer Conservation Behaviors.	2009
Simon Fraser University	To Be or Not Be: The Influence of	2007

	Dissociative Reference Groups on Consumer Preferences.	
University of British Columbia	Looking on the Bright Side: Downward Counterfactual Thinking in Response to Negative Life Events	2007
University of Calgary	Looking on the Bright Side: Downward Counterfactual Thinking in Response to Negative Life Events	2005
Stanford University	Looking on the Bright Side: Downward Counterfactual Thinking in Response to Negative Life Events	2005

(e) Other Presentations (Refereed Conference Presentations)

Simpson, B., White, K., and Laran, J. (2017). "When Public Recognition for Charitable Acts Backfires: The Role of Consumer Self-Construal," *Society for Consumer Psychology conference*, San Francisco, CA.

Kristofferson, K. and **White, K** (2017). "Unintended Consequences of Indirect Impression-Management," part of a symposium entitled Self-Presentation in Online and Offline Word of Mouth, *Society for Consumer Psychology*, San Francisco, CA.

Shim, Y., and **White, K.** (2017). "Embracing Experiential over Material Consumption: Thinking about Death Increases Consumer Preferences for Experiences, *Society for Consumer Psychology conference*, San Francisco, CA.

Galli, L., **White, K.**, He, H., and Winkielman, P. (2016), "Advance Gratitude Expressions as a Prosocial Appeal," *Association of Consumer Research*, Berlin.

Kristofferson, K. and **White, K.** (2016), "Unintended Consequences of Indirect Impression-Management," part of a special session entitled "Self-Presentation in Online Word of Mouth" *Association of Consumer Research*, Berlin.

Kristofferson, K. **White, K.**, Lambertson, C., and Dahl, D. (2016), "It's Not You, It's Me: Consequences of Charitable Support Allocation on Consumer Prosocial Identity and Subsequent Support Behaviors," *Association of Consumer Research*, Berlin.

Allard, T., Dunn, L., and White, K. (2016), "Customer Empathetic Responses toward Brands Being Treated Unfairly," *Association of Consumer Research*, Berlin.

Galli, L., White, K., He, H., and Winkielman, P. (2016), "Advance Gratitude Expressions as a Prosocial Appeal," *European Marketing Academy Conference*, Oslo, Norway.

Kristofferson, K. and **White, K** (2015). "I Shared What You Did Last Summer: Vicarious Impression Management Via the Good Deeds of Others," *Association for Consumer Research*, New Orleans.

Allard, T. and **White, K.** (2015) "The Cross Domain Effects of Guilt on Subsequent Preferences for Self-Improvement Products" *Association for Consumer Research*, New Orleans.

Bargave, R., Mantonakis, A., and **White, K.** (2015), "The Cue-of-the-Cloud Effect: When Cues of Online Information Availability Increase Purchase Intentions and Choice," *Association for Consumer Research*, New Orleans.

MacDonnell, R., **White, K.** (2015). When Donating to Address Hunger is More Desirable than Donating to Serve a Meal: The Role of Message Alignment and Perceived Abundance on consumer charitable giving, *European Marketing Academy Conference*.

Bargave, R., Mantonakis, A., and **White, K.** (2014), "The Cue-of-the-Cloud Effect: When Cues of Online Information Availability Increase Purchase Intentions and Choice," *Society for Consumer Psychology*, Phoenix, AZ.

Shim, Y. and **White, K.** (2014). "Ideal Affect as a Choice Criterion: The Role of Ideal Affect in Experiential and Material Purchases," *Association for Consumer Research*, Baltimore, MD.

Chae, B., Zhu, R., **White, K.**, and Dahl, D. (2014). "Discrimination against the Rich," *Association for Consumer Research*, Baltimore, MD.

Main, K. Guo, Wenxia, and **White, K.** (2014) Can We Turn Off Defensiveness?: Agent vs. Consumer Responses to Persuasion Attempts, *Association for Consumer Research*, Baltimore, MD.

White, K., Simpson, B. and Argo, J. J. (2014), "The Motivating Role of Dissociative Outgroup In Encouraging Positive Consumer Behaviors," in part of a symposium entitled: What makes behaviours pro-environmental? Conceptualization and measure of pre-environmental behaviours at the daily level, individual level, group level, and societal level, at the Canadian Psychological Association, Vancouver, BC

Simpson, B., **White, K.**, and Argo, J. J. (2014). "The Motivating Role of Dissociative Outgroups In Encouraging Positive Consumer Behaviors," *Society for Consumer Psychology*, Miami, FL.

Kristofferson, K., **White, K.** and Peloza, J. (2014) "The Nature of Slacktivism: How the Social Observability of an Initial Act of Token Support Impacts Subsequent Prosocial Action," *Society for Consumer Psychology*, Miami, FL.

Allard, T. and **White, K.** (2013) "The Spillover Effects of Guilt on Subsequent Preferences for Unrelated Self-Improvement Products" in a special session entitled: Examining the "Me" in Emotion: How Emotion and Different Aspects of the Self Influence Self-Control, *Association for Consumer Research*, Chicago, IL.

Agarwal, J., Malhotra, N. K., and **White, K.** (2013) "Modeling Consumer-Company Relationships: A Multi-Theoretical Justice Framework," *AMA Summer Educators' Conference*, Boston, MA.

Clemente, S., Dolansky, E., Mantonakis, A., **White, K.** (2013). The Effects of Perceived Product-Association Incongruity on Consumption Experiences, *Annual Academy of Wine Business Research conference*, St. Catharine's, ON.

White, K., Matthews, M., and Argo, J.J. (2013). "Self-Verification Through Identity-Association: The Effects of Publicly Versus Privately Communicated Social Identity Threats on Consumer Preferences," *Society for Consumer Psychology*, San Antonio, Texas.

White, K. Simpson, B. and Argo, J.J. (2013). "The Motivating Role of Dissociative Outgroup In Encouraging Sustainable Consumer Behaviors," *American Marketing Association*, Las

Vegas, NV.

MacDonnell, R and **White, K** (2012). Construing Charity: Consumer Construal Level and Charitable Contributions of Time Versus Money, Association for Consumer Research, Vancouver, Canada.

Clemente, S., Dolansky, E., Mantanakis, A., **White, K.** (2012). The Effects of Perceived Product-Association Incongruity on Consumption Experiences, Association for Consumer Research, Vancouver, Canada.

Mathews, M., White, K, and Argo J. (2012). " Situational Influences of a Social Identity Threat on Product Choice, British Psychological Association, Fife, Scotland.

MacDonnell, R., **White, K.** (2012). Construing Time Vs. Money: Implications for Consumer Charitable Contributions. American Marketing Association, Chicago, IL.

Clemente, S., Dolansky, E., Mantanakis, A., **White, K.** (2012). The Effects of Perceived Product-Association Incongruity on Consumption Experiences. Las Vegas, NV: Society for Consumer Psychology.

MacDonnell, R., **White, K.** (2012). Consumer Construal Level and Charitable Contributions of Time Versus Money. Las Vegas, NV: Society for Consumer Psychology.

Simpson, B., **White, K.** (2012). When Do (and Don't) Normative Appeals Best Influence Consumer Conservation Behaviors? Las Vegas, NV: Society for Consumer Psychology.

Matthews, M., **White, K.**, Argo, J. (2011). Choosing Identity: The Effects of Publicly Versus Privately Communicated Threats on Consumer Preferences," part of a special session entitled "Interpretations and Responses to Identity Threats. St. Louis, MO: Association for Consumer Research.

White, K., Simpson, B. When Do (and Don't) Normative Appeals Best Influence Consumer Conservation Behaviors? St. Louis, MO: Association for Consumer Research.

Das, P., **White, K.**, Agarwal, J. (2011). The Effects of Self-Construal and Task Difficulty on Consumer Attributions Towards the Firm. Coral Gables, Florida: accepted to the Academy of Marketing Science Annual Conference.

Das, P., **White, K.**, Agarwal, J. (2011). When Product Assembly Matters: Understanding the Effect of Self-Construal and Task Difficulty on Consumer Attributions in Real Product Assembly Situations. Atlanta, Georgia: Society for Consumer Psychology Conference..

White, K., Argo, J., Sengupta, J. (2011). Associative Versus Dissociative Responses to Social Identity Threat: The Role of Consumer Self-Construal," part of a special session entitled "Using Brands to Convey Who We are and Who We Want to Be,". Atlanta, Georgia: Society for Consumer Psychology Conference.

Argo, J., **White, K.** (2010). You Copied! The Negative Implications of Uniqueness Violations. Las Vegas, Nevada: Society for Personality and Social Psychology.

White, K., Argo, J., Sengupta, J. (2010). When do Consumers Bolster Their Preferences in the Face of Threat? The Role of Self-Construal and Collective Identity Activation," part of a special session entitled "Self-Identity Amplification: When (and How) Situations Promote Identity Congruent Behavior. Jacksonville Florida: Association for Consumer Research.

Pelozo, J., Shang, J., **White, K.** Green and Guilt Free: The Role of Guilt in Determining The Effectiveness of Environmental Advertising Appeals. Jacksonville Florida: Association for Consumer Research.

MacDonnell, R., **White, K.,** Dahl, D.W. (2010). Encouraging Consumer Recycling: The Effects of Construal Level and Message Frame. London, England: European Association of Consumer Research.

Willness, C., **White, K.** (2009). The Moderating Role of Elaborative Processing in Consumer Reactions to Corporate Social Responsibility Messages. Annual Congress of the European Association of Work and Organizational Psychology.

Kowalsky, J., **White, K.,** Willness, C. (2009). Canadian Young Adults' Reactions to Decreased Cigarette Smoking Marketing: The Role of the Source and Cognitive Elaboration. Montreal, Canada: Association of the Canadian Psychology Association Convention.

Donohoe, M., **White, K.** (2009). Something's Gotta Give! The Role of Exchange Motives, Self-Construal, and Appeal Type in Charitable Support. San Diego, CA: Society for Consumer Psychology Conference.

Willness, C., **White, K.,** Agarwal, J. (2009). Multiple Faces of Identification: An Expanded Model of Consumer-Company Identification Experiences. Pittsburg: Association for Consumer Research.

White, K., Argo, J. (2009). Cultural Differences in Reactions to Social Identity Threat: When Does Identity Bolstering Occur? Puerto Vallarta: Culture Conference.

White, K., MacDonnell, R., Lamont, L., Ellard, J. (2009). Fair is Fair: Consumer Just World Beliefs and Intentions and Behaviors Towards Fair Trade Products. Pittsburg, PA: Association for Consumer Research.

White, K., Argo, J. (2007). When Shift Happens: Social Identity Threat and Consumer Preferences. Las Vegas, Nevada: Society for Consumer Psychology conference.

White, K., Dahl, D.W. (2007). Are all Outgroups Created Equal? Consumer Identity and Dissociative Influence. Milan, Italy: European Association for Consumer Research.

Willness, C., **White, K.** (2007). Consumer Reactions to Corporate Social Responsibility: The Case of Moderation Marketing. Las Vegas: Society for Consumer Psychology.

White, K., Argo, J. (2007). Social Identity Threat and Consumer Preferences. Milan, Italy: European Association for Consumer Research.

White, K., Argo, J. (2007). Social Identity Threat and Consumer Preferences: The Role of Self-Protection. Memphis: Association for Consumer Research.

White, K., Cunningham, K., Dahl, D.W. (2006). The Effect of Dissociative Reference Groups on Evaluations of a Health-Marketing Campaign. Palm Springs, CA: Society for Personality

and Social Psychology conference.

White, K., McFarland, C. (2006). When do Moods Influence Consumer Preferences? Moderators of Mood Congruency. San Antonio, Texas: Association for Consumer Research North American convention. (*Advances in Consumer Research*, vol. 32, 2006).

Pelozo, J., **White, K.** (2006). "Hey, What Gives? The Effects of Altruistic Versus Egoistic Charity Appeals on Donation Intentions," part of a special session entitled "Helping Charities Help Themselves: Marketing Communications and Prosocial Behaviors," organized by John Pelozo and Katherine White. Miami, FL: Society for Consumer Psychology Conference.

White, K., Dahl, D.W. (2006). To Be or Not Be: The Influence of Dissociative Reference Groups on Consumer Preferences. *Association for Consumer Research – Asia Pacific*.

Pelozo, J., **White, K.** (2006). Hey, What Gives? The Effects of Altruistic Versus Egoistic Charity Appeals on Donation Intentions. Orlando, Florida: Association for Consumer Research.

White, K., Van Boven, L. (2006). Immediacy Bias in Consumer Attitudes and Choices over Time. Orlando, Florida: Association for Consumer Research Convention.

Argo, J., **White, K.,** Dahl, D.W. (2005). Motives for Deception in Consumer Word-of-Mouth Communications. St. Pete's Beach, Florida: Society for Consumer Psychology.

White, K., Chan, T., Lehman, D. (2005). Self-Concept Clarity and Social. Montreal, QB: Canadian Psychological Association.

Argo, J., **White, K.,** Dahl, D.W. (2005). Motives for Deception in Consumer Word-of-Mouth Communications. Goteborg Sweden: Association for Consumer Research European convention. (*Volume 7 of European Advances in Consumer Research*)

White, K., Van Boven, L., Kruger, J. (2004). Intensity bias in Social Affective. Austin, Texas: Society for Personality and Social Psychology conference.

White, K., Lehman, D. (2004). Culture and Counterfactual Thinking. Vancouver, British Columbia: Mind, Culture, and Evolution Conference.

White, K., Argo, J., Dahl, D.W. (2004). Motives for Deception in Consumer Word-of-Mouth Communications. Portland, Oregon: Association for Consumer Research convention.

Van Boven, L., **White, K.** (2004). Intensity bias in Social Affective Comparisons. Portland, Oregon: Association for Consumer Research convention..

Van Boven, L., **White, K.** (2003). Intensity Bias in Temporal-Emotional Comparisons. Los Angeles, California: Society for Personality and Social Psychology conference.

White, K., Lehman, D. (2003). Culture and Social Comparison Seeking. Los Angeles, California: Society for Personality and Social Psychology conference..

White, K. (2002). Culture and Affective Reactions to Social Comparison. Savannah, Georgia: Society for Personality and Social Psychology conference.

White, K., Archibald, B., Lehman, D. (2002). Chronic Fatigue Syndrome and Downward

Counterfactual Thinking. Vancouver, BC: Canadian Psychological Association.

Van Boven, L., **White, K.**, Kruger, J. (2002). Intensity Bias in Social-Emotional Comparisons. *Kansas City: Society for Judgment and Decision Making conference.*

White, K., Archibald, B., Lehman, D. (2002). Culture, Self-Constraint, and Social Comparison Seeking. Vancouver, BC: Canadian Psychological Association..

White, K., Fong, G. (2001). Likelihood and Precision in Cancer-Risk Decisions: Evidence for Heuristic Processing. Lahaina, Hawaii: Western Psychological Association.

White, K., Cohen, D. (2001). Self-Improving vs. Self-Enhancing Social Comparisons Among Individualists and Collectivists. Lahaina, Hawaii: Western Psychological Association.

White, K., Van Boven, L., Lehman, D. (2001). Optimizing and Satisficing in Consumer Behavior. San Francisco, California: Consumer Psychology Division at the annual convention.

White, K., Van Boven, L., Kamada, A., Gilovich, T. (2001). Perceptions of Attributions in Self and Others: Intuitions About the Correspondence Bias. Toronto, Ontario: American Psychological Society convention.

White, K., Alvaro, C., McFarland, C. (2000). Emotional Intelligence and Conscious Correction for Mood-Related Bias. Ottawa, Ontario: Canadian Psychological Association convention.

White, K., McFarland, C. (1999). Self-Focused Attention and Adjustment for Mood-Related Bias. Boston, Massachusetts: American Psychological Association Conference.

Achille, M., Franz, N., Poon, C., Poole, G., **White, K.**, Watt, K. et al. (1998). Social Support in Men with Prostate Cancer. Edmonton, Alberta: American Psychological Association.

Poon, C., Franz, N., Achille, M., Poole, G., **White, K.**, Watt, K. et al. (1998). Social Support in Men with Prostate Cancer. San Francisco, California: American Psychological Association.

White, K., McFarland, C. (1998). Meta-Mood Beliefs and Adjustment for Mood-Related Bias. San Francisco, California: American Psychological Association convention.

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

- **2017** – Co-Chair for the Society for Consumer Psychology, San Francisco, CA
- **2016** – Keynote Speaker for the Driving Sales Conference
- **2016** – Co-Chair for the Perspectives on Morality and Immorality Conference, Whistler, BC
- **2015** – Co-Chair for the Mid-Career Mentorship Program, Association for Consumer Research, New Orleans
- **2014** – Speaker, AMA Sheth Doctoral Consortium
- **2014** - Doctorial Symposium Speaker/ Panelist – *Society for Consumer Psychology*
- **2014** - Special Invited Session on Social Identity and Social Influence - *Society for Consumer Psychology*
- **2013** - Doctorial Symposium Speaker/ Panelist – *Association for Consumer Research*

- **2013** - Doctorial Symposium, American Marketing Association - *Special Session on Publishing in Marketing*
- **2012** - Doctorial Symposium, Association for Consumer Research, *Special Session on Social Influence Research*
- **2012** - Doctoral Symposium Speaker/ Panelist – *Association for Consumer Research*

10. SERVICE TO THE UNIVERSITY

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

- Board Member-Behavioral Research Ethics Review Board; University of British Columbia (2011-2013)

Service to the Sauder School of Business/ University of British Columbia

- Division Chair, Marketing and Behavioural Sciences Division, Sauder School of Business (2013-2017)
- Chair, Recruitment committee for Marketing and Behavioural Sciences Division, Sauder School of Business (2013-2017)
- Co-Chair, Sustainability and Ethics Group (2015-2017)
- Departmental Ethics Officer, Sauder School of Business (2014-2017)
- Committee Member, Sauder School Development Task Force (2014)
- Co-Director, Sales and Marketing Executives Program (SMEI) (2013-2015)
- Member, Appointments, Tenure, and Promotion Committee (2012-2014)
- Steering Committee Member, Point Grey Commerce Faculty Association (2012-2014)
- Marketing Division Research Participation System Coordinator (2011-2014)
- Faculty representative at the Sauder School of Business Faculty Advisory Board Meeting (2013, 2014)
- Faculty representative/presenter at the Sauder School of Business Faculty Advisory Board Meeting (2012)
- Faculty Coach – Manitoba International Marketing Competition – 1st place (MIMC) (2012-2013)
- Division assessor for peer review of teaching (2013)
- Pollay Prize Committee member (2012, 2013, 2014).
- Supervised MBA internship (2011, 2012)
- Judged Case Competition (March 8, 2012)
- Sales and Marketing Executives (SMEI) Retreat (March 2012, March 2013, March 2014)
- Sales and Marketing Executives (SMEI) Graduation (April 2012, April 2014)
- Attended BCOMM graduation (2012, 2013)
- Attended UBC Gateways (2012, 2013, 2014, 2017)
- Attended BComm Option Open House (2012, 2013, 2014, 2015, 2017)
- Guest speaker in COMM 693 (2016)

Service to the Haskayne School of Business

- Co-coordinator for the Haskayne School of Business Behavioral Research Laboratory
- Dean's Appointee for Merit Review Committee (2009)
- Marketing Research Participation System Coordinator (2004-2011)
- Haskayne School of Business Ethics Committee member (2005-2011)
- Haskayne School of Business Appeals committee (2008-2010)
- Faculty advisor to Alliances in Marketing (i.e., undergraduate marketing association)
- Alternate for the Haskayne School of Business Appeals Committee (2005-2006)

11. SERVICE TO THE COMMUNITY

Memberships on scholarly societies, including offices held and dates

Role	Society Name
Member	Society for Personality and Social Psychology
Member	Society for Consumer Psychology
Member	European Association for Work and Organizational Psychology
Member	Association for Consumer Research
Member	American Marketing Association

Memberships on scholarly committees, including offices held and dates

Role	Committee Name	Institution	Date
Member	Program Committee	Association for Consumer Research, San Diego	2017
Co-Chair	Conference Organizer	Society for Consumer Psychology, San Francisco	2017
Co-Chair	Conference Organizer	Perspectives on Morality and Immorality Conference	2016
Member	Program Committee	Society for Consumer Psychology, St. Pete's Beach	2016
Co-Chair	Mid-Career Mentorship Program	Association for Consumer Research, New Orleans	2015
Member	Program Committee	Association for Consumer Research Conference, New Orleans	2015

Member	Adjudication Committee	Early Career Award, <i>Association for Consumer Research</i>	2015
Member	Adjudication Committee	O'Dell Award American Marketing Association, <i>Journal of Marketing Research</i>	2015
Member	Program Committee	Society for Consumer Psychology Conference, Phoenix	2015
Member	Program Committee	Association for Consumer Research Conference, Baltimore	2014
Member	Program Committee	Society for Consumer Psychology Conference, Miami	2014
Member	Program Committee	Association for Consumer Research Conference, Chicago, IL	2013
Member	Program Committee	Society for Consumer Psychology Conference, San Antonio	2013
Member	Program Committee	Association for Consumer Research Conference, Vancouver, Canada	2012
Member	Program Committee	Society for Consumer Psychology Conference, Las Vegas, NV	2012
Member	Program Committee	Association for Consumer Research Conference, St. Louis, MO	2011
Member	Program Committee	Association for Consumer Research Conference, Pittsburg, PA	2009
Committee Member	Selection Committee	SSHRC Standard Research Grant Competition (Section 29)	2009

Editorships (*list journal and dates*)

- Associate Editor, *Journal of Marketing Research* (2013-2018)
- Guest Associate Editor, *Journal of Consumer Psychology* (2017)
--Special Issue on Morality in the Marketplace
- Guest Associate Editor, *Journal of Marketing Research* (June 2013)

Editorial Review Board Member:

- *Journal of Consumer Research* (2012-2016)
- *Journal of Marketing Research* (2013-2014)
- *Journal of Consumer Psychology* (2012-2016)
- *Canadian Journal of Administrative Sciences* (2009-2011)

Reviewer (journal, agency, etc. including dates)

Journal/Agency	Role	Dates
Journal of Consumer Research	Reviewer	2007 - 2017
Journal of Marketing	Reviewer	2010 - 2017
Journal of Marketing Research	Reviewer	2011-2014
Journal of Consumer Psychology	Reviewer	2006 - 2017
Journal of the Association for Consumer Research	Reviewer	2015-2017
Marketing Letters	Reviewer	2015-2016
Journal of Public Policy and Marketing	Reviewer	2016
Journal of Personality and Social Psychology	Reviewer	2005 - 2016
Psychological Science	Reviewer	2011 - 2015
Organizational Behavior and Human Decision Processes	Reviewer	2011 - 2015
Journal of Experimental Psychology: Applied	Reviewer	2013
Journal of Experimental Social Psychology	Reviewer	2007 - 2012
Journal of Advertising	Reviewer	2006 - 2012
Journal of Economic Psychology	Reviewer	2010 - 2011
Canadian Journal of Administrative Sciences	Reviewer	2006 - 2011
European Journal of Social Psychology	Reviewer	2006 - 2010
Tourism Management	Reviewer	2010
Journal of Business Research	Reviewer	2010
Applied Psychology: An International Review	Reviewer	2010
Psychology and Marketing	Reviewer	2009
Journal of Personality	Reviewer	2009
Psychology and Psychotherapy: Theory, Research and Practice	Reviewer	2009
Motivation and Emotion	Reviewer	2008 - 2009
Journal of Health Psychology	Reviewer	2007

External examiner (indicate universities and dates)

University Examiner for Ashley Whillans, University of British Columbia, Department of Psychology, "Exchanging Cents for Seconds: The Happiness Benefits of Choosing Time over Money." (2017)

University Examiner for Alyssa Croft, University of British Columbia, Department of Psychology, "Women's Goals and Men's Roles: Causes, Consequences, and Complementarity. (2016)

Internal External Examiner for Leah Sheppard, OBHR, "Sisters at Arms: Female Same-Sex Conflict at Work, University of British Columbia (2014)

Internal- External University Examiner, Jane O'Reilly, OBHR, Sauder School of Business, University of British Columbia, (2013)

External Examiner: Jeff Weibe (MSc), University of Lethbridge (July 2013)

Internal-External Examiner for Amit Goyal, "Social Influence And Its Applications: An algorithmic and data mining study" Department of Computing Science, UBC (2013)

External Examiner for Sarah Clemente, Brock University, "Sponsorship and Co-Branding: The Effects of Incongruity on Consumption Experiences" Brock University (2012)

Internal-External Examiner for Carl Falk, University of British Columbia, Department of Psychology. "Is There Cultural Variation in Implicit Self-Esteem?" UBC (2012)

Internal-External Examiner: Rosa Hendjani (Ph.D. student, Human Resources and Organizational Development, University of Calgary)

Internal-External Examiner for Mitch Callan (Ph.D. student, University of Calgary)

Internal-External Examiner: Vicki Deveau (Ph.D. student, University of Calgary)

Internal-External Examiner Cody Tousignant's (Msc student, University of Calgary)

Neutral Chair for Mingzhi Wang's final doctoral defense, Economics, "Essays on Macroeconomics and Corporate Behavior."

Neutral Chair for Matt Lyle's final doctoral defense, Finance Division, University of Calgary

Neutral Chair Committee Chair for Wilfram Ken Swartz's doctoral defense, Resource Management and Environmental Studies, University of British Columbia

Consultant (indicate organization and dates)

- Consulting services, Celgene, Paris – On patient experience and well-being
- Consulting services, *My Sustainable Canada* Project on sustainability and choice editing.
- Consulting services to the City of Calgary on various consumer conservation behavior projects. Projects include the City of Calgary Blue Cart Recycling Program and the City of Calgary Grasscycling Initiative.
 - Expert witness regarding consumer perceptions of trademarks, deceptive advertising, and sustainability issues.
 - Consultant and British Columbia Site Coordinator for the North American Adolescent Smoking Survey, a large-scale longitudinal study of the effect of anti-smoking labels on adolescent smoking attitudes and behavior
 - Consultant, BC Women's Hospital and the BC Cancer Agency.
 - Textbook contribution "As I see it" in *Consumer Behaviour: Buying, Having Being* (Solomon, Zaichkowsky, and Polegato, 2010)
 - Textbook editing and test bank creation:
 - *Consumer Behaviour: Buying, Having Being* (Solomon, Zaichkowsky, and Polegato, 2010; 2005) - creation of test bank questions for the student-user website
 - *Consumer Behaviour* (Schiffman, Kanuk, and Das 2006) - creation of instructor test bank questions
 - *Principles of Macroeconomics* (Mankiw et al. 2006) - editing text and test bank
 - *Principles of Microeconomics* (Mankiw et al. 2006) - editing text and test bank

Other service to the community

Other Service

- Mentor with the Cologne University Mentorship Program
- Board Member Celgene, Paris
- Advisory board member for InSync Insights project on consumer health/well-being.
- Board member for Cosmopolitan Industries (on residential recycling)
- BC Hydro/ DDB Advisory Council Member.
- Academic Advisor – *My Sustainable Canada* on sustainability and choice editing.
- Volunteer research coordinator for the City of Calgary Blue Cart Recycling Program and City of Calgary Grasscycling Initiative.
- Public lecture; UBC Dialogues – On sustainable consumer behaviour (2012)
- Public lecture; Public Institute for Climate Solutions (PICS – 2014)

Research Council Reviewer, Conference Reviewer, and Other:

- Reviewer for SSHRC Standard Research Grants Competition (2008-2017)
- Reviewer for Research Council of Hong Kong (2009-2017)
- Reviewer for Mitacs (2016-2017)
- Reviewer for the Israel Science Foundation (ISF)- (2013-2014)
- Reviewer for the SCP Doctoral Dissertation Competition (2010-2016)
- Reviewer for the *Marketing Science Institute's* Alden G. Clayton Doctoral Dissertation Proposal Competition (2009-2016)
- Reviewer for *Association for Consumer Research conference* (2005-2010)
- Reviewer for *Society for Consumer Psychology Conference* (2006-2010)
- Reviewer for *Cross-Cultural Research Conference* (2009)
- Reviewer for *European Association for Consumer Research conference* (2005-2007)
- Reviewer for *Society for Personality and Social Psychology Conference* (2006-2009)
- Special session chair at *Association for Consumer Research conference* (2006)

12. AWARDS AND DISTINCTIONS

(a) Awards for teaching

Name	Awarded By	Date
Nominated for the Teaching Excellence Award	University of Calgary Student's Union	2006

(b) Awards for scholarship

Name	Awarded By	Date
Ranked number 21 world-wide for publications in the A-level marketing journals. Ranked number 18 world-wide for publications in the AMA A-level marketing journals.	The American Marketing Association	2016
Journal of Consumer Research Outstanding Reviewer Award	Journal of Consumer Research	2016
Named a member of the 2016 cohort of the College of New Scholars, Artists and Scientists	Royal Society of Canada	2016

Awarded the Emerald Citation of Excellence Award (given to most highly cited papers in Business Management, Finance, Accounting, and Economics).	Emerald Publishing	2016
Ranked number 5 world-wide for publications in the A-level marketing journals Ranked number 10 world-wide for publications in the AMA A-level journals	The American Marketing Association	2015
Ranked number 15 world-wide for publications in the A-level marketing journals. Ranked number 9 world-wide for publications in the AMA A-level marketing journals.	The American Marketing Association	2014
Journal of Consumer Research Outstanding Reviewer Award	Journal of Consumer Research	2013
USI Sustainability Research Fellowship	UBC Sustainability Initiative	September 2013-2014
Research Excellence Award (Junior Category)	Sauder School of Business	2013
Professorship in Consumer Insights, Prosocial Consumption, and Sustainability	Sauder School of Business, University of British Columbia	2012
Outstanding Scholar Award	Haskayne School of Business, University of Calgary	2011
Named the Future Fund Fellow in Marketing	Haskayne School of Business, University of Calgary	2011
Young Scholar	Marketing Science Institute	2009
Outstanding Young Scholar Award	Haskayne School of Business, University of Calgary	2007
Young Scholar Award	Honorable mention: Haskayne School of Business, University of Calgary	2006
Awarded a SSHRC Post-Doctoral Research Stipend – Accepted	Social Sciences and Humanities Research Council of Canada	2003
SSHRC Post-Doctoral Fellowship	Social Sciences and Humanities Research Council of Canada	2003

Awarded a SSHRC Doctoral Fellowship – Accepted	Social Sciences and Humanities Research Council of Canada	2000-2003
Awarded a UBC Top-Up Award	University of British Columbia	2001-2002
Awarded a UBC Top-Up Award	University of British Columbia	2000-2001
Awarded an NSERC Graduate Scholarship B-Declined	Natural Science and Engineering Research Council	2000-2002
Awarded a UBC Post-Graduate Fellowship-Declined	University of British Columbia	2000-2001
University of British Columbia	Government of Ontario	2000-2001
Awarded an Ontario Graduate Scholarship-Accepted	Government of Ontario	1999-2000

13. OTHER RELEVANT INFORMATION

Research Interests

- Social Influence
- Social Identity
- Social Marketing
- Sustainability
- Prosocial Consumer Behavior

Service - Public Relations

Our Research on Reminding Consumers of the Internet (Cue of the Cloud)

- Roundhouse Radio for Business in Vancouver (May 5th)

Our Research on Packaging Imperfections

- Vancouver 24hours “Packaging Puts a Dent in Purchasing: Expert (Feb 9, 2016)
<http://vancouver.24hrs.ca/2016/02/09/packaging-puts-a-dent-in-purchasing-expert>
- Vancouver 24 hours on Loblaws “BC Stores Rebrand Ugly Produce as ‘Natural’” (March 2, 2016)
<http://vancouver.24hrs.ca/2016/03/02/bc-stores-rebrand-ugly-produce-as-natural>

Our Research on Self-Improvement

- Vancity Buzz - Guilt is a major motivator for buying self-improvement products; SEPTEMBER 14, 2015
[\(http://www.vancitybuzz.com/2015/09/guilt-major-factor-in-buying-self-improvement-products/\)](http://www.vancitybuzz.com/2015/09/guilt-major-factor-in-buying-self-improvement-products/)
- The Globe and Mail - For self-improvement products, guilt is a great motivator, Sep. 17, 2015 5:22PM EDT

[\(http://www.theglobeandmail.com/report-on-business/industry-news/marketing/for-self-improvement-products-guilt-is-a-great-motivator/article26402793/\)](http://www.theglobeandmail.com/report-on-business/industry-news/marketing/for-self-improvement-products-guilt-is-a-great-motivator/article26402793/)

- Phys.org - Guilt helps sell self-improvement products, new study finds - September 15, 2015 by <http://phys.org/news/2015-09-guilt-self-improvement-products.html>
- Marketing Partners LLC - The Secrets Behind People's Desire for Self Improvement [\(http://marketingpartnersllc.com/newsroom/pr/the-secrets-behind-peoples-desire-for-self-improvement/\)](http://marketingpartnersllc.com/newsroom/pr/the-secrets-behind-peoples-desire-for-self-improvement/)
- Gaebler.com Resourced for Entrepreneurs - The Use Of Guilt In Marketing - 9/16/2015 <http://www.gaebler.com/News/Small-Business-Marketing/The-Use-of-Guilt-in-Marketing-900000895.htm>
- Social Dashboard - THE TRUTH BEHIND THE NEED FOR PERSONAL DEVELOPMENT <https://socialdashboard.com/soapbox/the-truth-behind-the-need-for-personal-development>
- Newswire - The Secrets Behind People's Desire for Self Improvement - by Angela Jones October 8, 2015 – <http://newswire.net/newsroom/blog-post/00090686-self-improvement.html>
- The List – “What’s the Deal” segment on our research, The Three Ways Guilt can Motivate You. November 19th, 2015. <http://www.thelisttv.com/the-list/3-ways-guilt-can-motivate-you>

Our Research on Slacktivism (select media mentions)

- The Guardian: Online Activism: It's Easy to Click, But Just as Easy to Disengage: <http://www.theguardian.com/media-network/media-network-blog/2014/mar/14/online-activism-social-media-engage>
- Live Science, Yahoo News: “Will Ice Bucket Challenge Have Lasting Value?” <http://www.livescience.com/47507-ice-bucket-challenge-real-impacts.html>
- USA Today: <http://www.usatoday.com/story/news/nation-now/2014/08/18/ice-bucket-challenge-als-association-social-media/14232745/>
- 9News: <http://www.9news.com/story/news/nation-now/2014/08/18/ice-bucket-challenge-whom-does-it-serve/14254099/>
- Business Insider: The Real Reason Why Everyone Thinks Millennials Are The Worst: <http://www.businessinsider.com/the-real-reason-why-everyone-thinks-millennials-are-the-worst-2014-12>
- Slate: People Don't Hate Millennials, They Hate 21st Century Technology http://www.slate.com/articles/technology/future_tense/2014/12/you_dont_hate_millennials_you_hate_21st_century_technology.html

- Fast Company (NY, USA):
<http://www.fastcoexist.com/3021508/heres-an-idea/like-a-charity-on-facebook-youre-now-actually-less-to-actually-help>
- Popular Science (USA):
<http://www.popsci.com/article/science/just-liking-cause-doesnt-help-internet-slacktivism-harms-charities>
- Globe and Mail (Canada):
<http://www.theglobeandmail.com/report-on-business/careers/business-education/donors-like-to-show-support-for-causes-just-dont-ask-them-for-money/article15761051/>
- Time Magazine (USA):
<http://newsfeed.time.com/2013/12/16/facebook-launches-new-donate-button-asking-people-to-put-money-where-their-like-is/>
- November 11th – Commentary to CTV news, CKNW, CBC radio Vancouver, CBC Radio Calgary
- November 11th – National Post: “Growing a moustache to raise awareness about men’s health actually leads to ‘slacktivism’: new UBC study”
- <http://socialnewsdaily.com/19074/facebook-likes-could-be-hurting-charity-donations-slacktivism-to-blame/>
- <http://www.dailymail.co.uk/sciencetech/article-2492566/Are-YOU-slacktivist-People-declare-support-charities-social-networking-sites-likely-donate-money.html>
- Harvard Business Review (USA): <http://blogs.hbr.org/daily-stat/>
- Science Daily (USA): <http://www.sciencedaily.com/releases/2013/11/131108091320.htm>
- National Post (Canada):
<http://news.nationalpost.com/2013/11/10/growing-a-moustache-to-raise-awareness-about-mens-health-actually-leads-to-slacktivism-new-ubc-study/>
- Daily Mail (UK):
[slacktivist-People-declare-support-charities-social-networking-sites-likely-donate-money.html](http://www.dailymail.co.uk/sciencetech/article-2492566/Are-YOU-slacktivist-People-declare-support-charities-social-networking-sites-likely-donate-money.html).
- Men’s Health (USA): <http://www.menshealth.com/best-life/charitable-donations>.
- Science Codex (USA):
http://www.sciencecodex.com/slackers_unite_how_fundraisers_convert_social_supporters_into_socially_active_citizens-123351
- The British Psychological Society (UK):
<http://www.bps.org.uk/news/does-facebook-reduce-charity-donations>

Our Research on Recycling/Composting

- June 2013: Research coverage story for Sauder's case for funding support document
- April 2013: research profile on Sauder's website: The Greening of a City
http://www.sauder.ubc.ca/News/2013/The_Greening_of_a_City?utm_source=twitter&utm_medium=referral&utm_campaign=HS

Our Research on Fair Trade

- March 13th, 2013, Commentary to Globe and Mail What the NBA can teach you in your career

Our Research on Social Identity Threat

- "Why we like the Old Spice guy: Consumer identity and product preferences"
(Science Codex, Science Daily)

Our Research on Mimicry

- When imitation doesn't flatter: When do consumers care about mimicry? (Psysorg.com, June 2011; Science Daily; June 15, 2011)
- "Why Fashionistas Dislike Copycats," Interview on my research for UBC Reports (December 2011); Also ran on Sauder 360.

Our Research on Recycling

- Stanford Centre for Social Innovation Blog, April 13, 2012
<http://csi.gsb.stanford.edu/getting-people-recycle-research-interventions-make-difference>
- How Do You Encourage Recycling: A Social Scientist Says the Key May Be in the Messaging, April 20, 2012: <http://www.gsb.stanford.edu/news/headlines/prosocial-recycling-2012.html>
- The Drucker Exchange Blog: <http://thedx.druckerinstitute.com/2012/04/master-motivation/>
- The Greening of Calgary:" Article on my research for the Office of Research Support, in November by Alyssa Green, (November 2011)

Our Research on Package Size

- Smaller Halloween Treats Lead to Larger Eats (Edmonton Journal, Vancouver Sun, Calgary Herald, Toronto Sun, Oct 31, 2011)

Our Research on Gift-Giving

- Ottawa Citizen: "If It's The Thought That Counts, It's Better To Pay Full Price" (December 21, 2010)

Our Research on The Immediacy Bias

- Science Centric News: "Our Emotions Can Lead Us Astray When Assessing Risks, Says New Study" (September 24, 2009)
- Eye-Opener on CBC Radio (September 30th, 2009)

Our Research on Charitable Giving:

- Canwest News (ran in Calgary Herald, Regina Leader-Post, Ottawa Citizen, The Saskatoon Star)

Phoenix, and Victoria Times Colonist) "Peer Pressure Sparks Generosity: Study - Giving Linked to Giver's Audience" (August 2009)

Our Research on Decreased Usage Messages:

- Canwest News (ran in Vancouver Sun, Calgary Herald, Edmonton Journal, Regina Leader-Post, and Ottawa Citizen) "Socially Responsible Advertising Falls Flat, Study Finds" (January 2009)
- National Post "Social-Responsibility Initiative May Backfire" (February 2009)
- The Gauntlet (University of Calgary) "'Good' Advertising Gone Wrong" (February 2009)
- The Financial Post "Can CSR muddle the message?" (June 16, 2009)

Our Research on Dissociative Reference Groups:

- Globe and Mail (December 2007), "Sorry, But That Is So Not Me"

Our Research on Lying in Consumption Communications:

- Health Magazine (October 2006)
- Self Magazine (September 2006)
- Globe and Mail (April 2006)

General commentaries to the media - CBC Television, Global Television, CBC Radio, The Calgary Herald, The Calgary Sun, Avenue Magazine, Globe and Mail, Business in Vancouver.

Expert Commentary (May 2011-March 2012)

- Oct 6th, 2011: Commentary for *CBC News* on why using an American beer company as a major sponsor might conflict with their "We are all Canucks" slogan.
- October 11th, 2011: Commentary for *Globe and Mail*: "The Backlash Against Daily Deals"
- November 15th-21st; Commentary for *Business in Vancouver* on the occupy movement "Occupy Boosts Adbusters Brand"
- December 21st, 2011: Commentary on "Re-Gifting" practices, *CTV news*

Expert Commentary (May 2012-March 2013)

- May 15, 2012. Commentary to CBC radio on the marketing case behind *Time Magazine's* controversial breastfeeding cover.
- June 19, 2012 Commentary to Vancouver Sun regarding the demise of print magazines; "Internet killed the magazine store"
<http://www.vancouversun.com/news/Internet+killed+magazine+store/6811041/story.html#ixzz1yRlQbEjd>
- July 26th, Marketability of Canadian Olympic Athletes, Vancouver Province, "Ab Fab Athletes in London" <http://www.theprovince.com/sports/athletes+London/6997140/story.html>
- July 28th, Commentary on how psychological closeness can make us prouder of Olympic Athletes. "Pumping up pride across Canada"
- August 15th, Commentary to CTV, regarding the Resurrection of The Pepsi Taste Challenge.
- September 26th, Commentary to Globe and Mail about faculty housing at UBC.
- October 15th. Commentary to the Vancouver Sun on "We Day." We Day: Charity begins at home

in campaign for youth engagement. Free The Children, renowned for its charity work overseas, brings social engagement home to schools across Vancouver

- February, 2013, Commentary to Darpan Magazine on advertising to Children
- March 13th, 2013, Commentary to Globe and Mail What the NBA can teach you in your career
- February, 2013 BC Business Golf
- March 5, 2013, CTV news, commentary on Target stores opening in Canada

Expert Commentary (May 2013-March 2014)

- May 7, 2013, CTV news, commentary on Target stores opening in Vancouver
- May 15th, 2013, Global TV, commentary on marketing and the Liberal campaign in the British Columbia provincial election
- May 23rd– commentary to the Edmonton Journal on negative consumer perceptions of the oil sands
- July 12, 2013, CBC news, commentary on consumer behavior in response to increases in gasoline prices.
- November 7, 2013, CTV News – Commentary on Chip Wilson’s statement that Lululemon pants are not made to fit all women’s bodies.
- November 12, 2013, CTV News – Commentary our research on Slacktivism
- December 2, 2013, CTV News – On Steele on Your Side, commentary on reducing product quantities without consumers knowing
- December 6, 2013 – CBC Marketplace, commentary on charging customers for purchase incentives
- *June 15, 2014*, Commentary on Lululemon to Global television
- *July 21st*, CTV, Commentary on Target’s performance in Canada
- *September 1, 2014*, “Consumed by Overconsumption” in *Converge* magazine by Julia Cheung
- *September 17, 2014* – Commentary on the Vancouver Whitecaps advertisement being pulled

Expert Commentary (April 2014-March 2015)

- *June 15, 2014*, Commentary on Lululemon to Global television
- *July 21st*, CTV, Commentary on Target’s performance in Canada
- *September 1, 2014*, “Consumed by Overconsumption” in *Converge* magazine by Julia Cheung
- *September 17, 2014* – CTV News Commentary on the Vancouver Whitecaps advertisement being pulled
- November 21st – CBC News on discriminatory pricing based on gender
- March 3rd – CBC Marketplace on shrinking products
- March 23rd – CTV News on Target stores closing in Canada
- Friday March 6th – CTV News on Salvation Army and #thedress

Expert Commentary (April 2015-March 2016)

- May 13th, Commentary on CTV news on Nordstrom opening in Canada
- October 15th “Downsized: Food companies face rising costs, and are using an old strategy in new ways in order to keep price points the same” Food in Canada Magazine, <http://www.foodincanada.com/features/downsized/>
- November 18th, Commentary to CBC News on warning labels on gas pumps
- February 27th, Global news “Gender Pricing Leaves Women Paying More at the Checkout” <http://globalnews.ca/video/2545220/gender-pricing-leaves-women-paying-more-at-the-check-out>
- Feb 2016, Interview for Viewpoints Magazine on “Branding in an Increasingly Social World,”
- March 14, 2016: Interview with the Winnipeg Free Press on whether small slices of behaviour can be used to predict future performance. [Actions on field speak louder than interviews - Winnipeg Free Press](#)

Expert Commentary (March 2016-March 2017)

- July 2016 – Article on Conscious Consumerism, Globe and Mail
- September 15th – Global News am – on Starbucks posting calorie counts on menu boards
- September 22nd – Macleans On Soothe App which allows consumers to call on-demand massage therapists:
<http://www.macleans.ca/economy/business/the-uber-business-strategy-gets-intimate/>
- New York Times on branding in the Real Estate Market:
http://www.nytimes.com/2016/10/09/realestate/two-versions-of-brooklyn-in-one-building.html?_r=0
- October 21st - Business in Vancouver on Halloween Marketing
<https://www.biv.com/article/2016/10/harvesting-halloweens-annual-billion-dollar-ball/>
- News 11.30 on Halloween Marketing (October 25th)
- C-Fax and CBC on Halloween Marketing (October 27th)

THE UNIVERSITY OF BRITISH COLUMBIA

Publications Record

Date: April 24th, 2017.

Initials: KW

SURNAME: White

FIRST NAME: Katherine

1. REFEREED PUBLICATIONS

1. Bhargave, R., Mantonakis, A., and **White, K.** (2016) "The Cue-of-the-Cloud Effect: When Cues of Online Information Availability Increase Purchase Intentions and Choice," *Journal of Marketing Research*, 53, (5), 699-711.
2. **White, K.**, Lin, L., Dahl, D.W. Ritchie, R. (2016) "When do Consumers Avoid Imperfections? Superficial Packaging Damage as a Contamination Cue" *Journal of Marketing Research*, 53(2), 110-23
3. MacDonnell, R. and **White, K.** (2015) "How Construals of Money Versus Time Impact Consumer Charitable Giving." *Journal of Consumer Research*, 42 (4), 551-563.
4. Allard, T., and **White, K.**, (2015) "Cross-Domain Effects of Guilt on Desire for Self-Improvement Products," *Journal of Consumer Research*, 42 (3), 401-419.
5. **White, K.**, Simpson, B., Argo, J. (2014) "The Motivating Role of Dissociative Outgroups In Encouraging Positive Consumer Behaviors" *Journal of Marketing Research*, 51 (4), 433-447.
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3. BOOKS

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8. WORK SUBMITTED

- Shim, Y., and White, K. "Getting it Right: The Role of Ideal Affect in Guiding Experiential Versus Material Consumption," submitted to *Journal of Marketing Research*.
- Simpson, B., **White, K.**, and Laran J. "When Public Recognition for Charitable Acts Backfires: The Role of Consumer Self-Construal," Revise and Resubmit, *Journal of Consumer Research*.
- Main, K., Guo, W., and **White, K.** "Seeing Things in a Different Light: The Activation of Agent Versus Consumer Identity and Responses to Persuasion Attempts," Revise and Resubmit, *Marketing Letters*.
- **White, K.**, Madelynn, M. and Argo, J. J., "Identity Reinforcing Consumption: The Role of Social Identity Threat and Self-Focus." Revise and Resubmit, *Organizational Behavior and Human Decision Processes*
- Kristofferson, K. and White K. "I Shared What You Did Last Summer: The Downstream Consequences of Basking in The Good Deeds of Another," Submitted to the *Journal for Marketing Research*.
- Chae, B., Zhu, R., **White, K.**, and Dahl, D. "When Wealthy Individuals are Mistreated: Failure to Meet Higher Expectations Leads to Harsher Punishment," *submitted to Organizational Behavior and Human Decision Processes*.
- Allard, T., Dunn, L., and White K. "How Undeserved Negative Reviews Create Positive Responses to Firms: The Role of Empathetic Responding," Submitted to *Journal of Marketing Research*.

9. WORK IN PROGRESS (INCLUDING DEGREE OF COMPLETION)

- Kristofferson, K., White, K., Dahl, D., and Lambertson C. "It's Not You, It's Me: Consequences of Charitable Support Allocation on Consumer Prosocial Identity and Subsequent Support Behaviors," To be submitted to *Journal of Consumer Research*. (complete, revising)
- Argo, J., Schmid, C., **White, K.** "Break Me, Shake Me, and Make Me New: Disruptions of Self-Concept Consistency." Submitted to *Journal of Consumer Research* (Revising for Resubmission).
- Galli, L., White, K., He, H., and Winkielman, P. (2016), "Advance Gratitude Expressions as a Prosocial Appeal" (complete, writing up).
- Shim, Y. and White K. "Embracing Experiential over Material Consumption: Thinking about Death Increases Consumer Preferences for Experiences" (complete, writing up)
- With Cluny South (on social exclusion and donations for animal welfare causes)
- With Karl Aquino and Kirk Kristofferson (on the self-control implications of inauthentic behaviors)
- With Nathan Dhaliwal and Darren Dahl on implications of ownership on product valuations
- With Rishad Habib, on the consequences of moral social comparisons.
- With Lea Dunn and Darren Dahl, on mortality salience and materialism.
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