

Tim Silk

Curriculum Vita

Sauder School of Business
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Academic Positions

2020 – Present Associate Professor of Teaching, Marketing and Behavioural Science Division, UBC
2013 – 2019 Senior Instructor (Tenured), Marketing Division, University of British Columbia
2006 – 2013 Assistant Professor, Marketing Division, University of British Columbia
2004 – 2006 Assistant Professor, Marketing Division, University of South Carolina
2004 – 2006 Doctoral Student and Grinter Fellow, Marketing Division, University of Florida
1997 – 2000 Instructor, Richard Ivey School of Business, University of Western Ontario

Industry Positions

1995 – 1996 Product Manager, Koala Beverages, Toronto, Canada
1994 – 1995 Advertising Manager, WLU Student Publications, Waterloo, Canada

Education

2004 PhD, Marketing, University of Florida, Gainesville, FL
1997 BBA, Wilfrid Laurier University, Waterloo, Canada

Research Interests

Consumer judgment and decision making and attitude-behavioural consistency (procrastination, affective forecasting, monetary formats, frequency reward programs, mental accounting, consumer rebates, attribute framing, new product forecasting).

Research and Teaching Awards

MBA Society Teaching Award, Sauder School of Business, UBC (2017)
MBA Society Teaching Award, Sauder School of Business, UBC (2015)
Runner Up, CUS Teaching Excellence Award, Sauder School of Business, UBC (2013)
CGA Graduate Master Teacher Award, Sauder School of Business, UBC (2012)
Runner Up, CUS Teaching Excellence Award, Sauder School of Business, UBC (2010)
MBA Society Teaching Award, Sauder School of Business, UBC (2008)
MBA Teaching Award, Moore School of Business, University of South Carolina (2006)
MBA Teaching Award, Moore School of Business, University of South Carolina (2005)
Doctoral Dissertation Award in Behavioral Pricing, Fordham Pricing Center (2003)
Grinter Research Fellowship, University of Florida (2000-2004)
Finalist, Undergraduate Teacher of the Year, University of Western Ontario (2000)
Teaching Excellence Award, Ivey School of Business, U. of Western Ontario (1998, 1999, 2000)

Research Grants

SSHRC Grant, Schedules of Reinforcement and Frequency Reward Programs (2011-2014) \$74,767
Hampton Grant, Consumer Procrastination (2011-2013) \$20,111
CFI Infrastructure Grant, Consumer Behavior Research Lab (2010-2015) \$96,951
Sauder SSHRC Grant, Affective Forecasting and Consumer Procrastination (2010) \$4,940
Sauder SSHRC Grant, Loyalty Programs as Negative Reinforcements (2009) \$4,938
SSHRC Grant, Mental Accounts and Gift Card Spending Behavior (2007-2010) \$67,842
HSS Small Grant, Rebate Promotions and Consumer Welfare (2007) \$944

Journal Publications

Pechmann, Cornelia and Tim Silk (2013), "Policy and Research Related to Consumer Rebates: A Comprehensive Review," *Journal of Public Policy & Marketing*, 32, 255-270.

Cohen, Joel B., Julia Belyavsky, and Tim Silk (2008), "Using Visualization to Alter the Balance Between Desirability and Feasibility During Choice" *Journal of Consumer Psychology*, 18, 270 - 275.

Janiszewski, Chris, Tim Silk, and Alan D.J. Cooke (2003), "Different Scales for Different Frames: The Role of Subjective Scales and Experience in Explaining Attribute Framing Effects," *Journal of Consumer Research*, 30 (December), 311-325 (lead article).

Working Papers

Silk, Tim and Adam Craig, "Schedules of Reinforcement, Schedule Learning, and Frequency Reward Programs."

Silk, Tim and Lily Lin, "Affective Forecasting and Consumer Procrastination." Invited for revision at *Journal of Consumer Research*.

Swain, Scott D., Tim Silk, and Laura Smarandescu, "Experience, Monetary Format and the Mental Accounting of Money." Invited for revision at *Journal of Marketing Research*.

Michael Lewis and Tim Silk, "Loyalty Program Rewards, Consumer Response and Customer Lifetime Value." Invited for revision at *Marketing Science*.

Silk, Tim, "Getting Started is Half the Battle: The Influence of Deadlines and Consumer Effort on Rebate Redemption." Invited for revision at *Journal of Marketing Research*.

Silk, Tim and Chris Janiszewski, "Managing Rebate Promotions: An Empirical Analysis of Purchase Redemption."

Book Contributions

Silk, Tim (2011), "Consumer Rebates: Current Issues and Research," in J. Sheth, N. Malhotra (Eds.), *Wiley International Encyclopedia of Marketing*, Vol 4, 53-54, Wiley.

Silk, Tim (2010), "CB as I See It," in M. Solomon, J. Zaichkowsky, R. Polegato (Eds.), *Consumer Behaviour: Buying, Having, and Being, Fifth Canadian Edition*, 78, Pearson.

Conference Presentations and Invited Talks

Silk, Tim (2017), "Personification of Brands," Institute of Communication Agencies Annual Conference, Toronto, ON.

Silk, Tim (2017), "Best Practices in Pricing and Demand Management, Translink Government Policy Group on Transit Fares, Vancouver, BC.

Silk, Tim (2016), "The Psychology of Brand-Person Relationships," Institute of Communication Agencies Annual Conference, Toronto, ON.

Silk, Tim (2016), "Common Mistakes in Product Line Pricing," Product Camp Annual Conference, Vancouver, BC.

Silk, Tim (2015), "Barriers to New Product Adoption," Product Camp Annual Conference, Vancouver, BC.

Silk, Tim (2014), "Barriers to New Product Adoption," BC Technology Industry Association Annual Conference, Vancouver, BC.

Silk, Tim (2014), "Defending Against Disruptive Innovation," Product Camp Annual Conference, Vancouver, BC.

Silk, Tim (2013), "The Psychology of Rebates," Thermal Environmental Comfort Association Annual Conference, Vancouver, BC.

Silk, Tim and Lily Lin (2012), "Affective Forecasting and Consumer Procrastination," National Business & Economics Society, Lahaina, HI.

Silk, Tim (2011), "How Marketing Research Can Protect Consumers: The Case of Rebates," UBC Forum on Research in the Public Interest, Vancouver, BC.

Silk, Tim and Lily Lin (2011), "Affective Forecasting and Consumer Procrastination," Society for Consumer Psychology Conference, Atlanta, GA.

Silk, Tim and Lily Lin (2011), "Taking Action To Avoid Forecasted Negative Emotions: Effects of Affective Forecasting on Consumer Procrastination," ESSEC Business School, Paris, France.

Silk, Tim and Lily Lin (2010), "Can Biases About the Future Push Consumers to Act? Effects of Affective Forecasting on Consumer Procrastination," Association for Consumer Research Conference, Jacksonville, FL.

Tim Silk and Adam Craig (2009), "Schedules of Reinforcement, Learning, and Frequency Reward Programs," Society for Consumer Psychology Conference, San Diego, CA.

Tim Silk and Adam Craig (2008), "Schedules of Reinforcement, Learning, and Frequency Reward Programs," Association for Consumer Research Conference, San Francisco, CA.

Swain, Scott D., Tim Silk, and Laura Smarandescu (2008), "The Effect of Monetary Format on the Mental Accounting and Consumption of Windfalls," Marketing Science Conference, Vancouver, BC.

Swain, Scott D., Tim Silk, and Laura Smarandescu (2008), "Gift Cards vs. Cash: The Effect of Monetary Format on the Mental Accounting Windfalls," Midwest Economic Association Conference,

Chicago, IL.

Swain, Scott D., Tim Silk, and Laura Smarandescu (2008), "The Effect of Monetary Format on the Assignment of Windfall Income to Mental Accounts," Society for Consumer Psychology Conference, New Orleans, LA.

Silk, Tim (2008), "Reward Programs and Consumer Behavior," Best Buy Canada, Vancouver, BC.

Silk, Tim (2008), "Reward Programs and Consumer Behavior," Scotiabank, Toronto, ON.

Silk, Tim and Cornelia Pechmann (2007), "How Might Rebates Affect Consumer Welfare? A Behavioral Stage Framework and Analysis," Association for Consumer Research Conference on Transformative Consumer Research, Dartmouth, NH.

Silk, Tim (2007), "Consumer Behavior and Prepaid Cards (2007), Visa Prepaid Card Forum, San Francisco, CA.

Silk, Tim (2007), "Consumer Behavior and Rebate Promotions," Federal Trade Commission Conference on Mail-in-Rebates, San Francisco, CA.

Silk, Tim (2005), "Consumer Response to Rebate Promotions," CMS Coupon Industry Conference, Savannah, GA.

Silk, Tim (2005), "Getting Started is Half the Battle: The Influence of Deadline Length and Procrastination on the Breakage of Mail-in-Rebates," University of Illinois Pricing Camp.

Silk, Tim (2005), "Getting Started is Half the Battle: The Influence of Deadline Length and Procrastination on the Breakage of Mail-in-Rebates," University of British Columbia.

Silk, Tim (2003), "Why Do We Buy But Fail to Redeem? Influencing Consumers' Subjective and Objective Probability of Redeeming Mail-in-Rebates," Fordham University Behavioral Pricing Conference.

Silk, Tim (2003), "Why Do We Buy But Fail to Redeem? Influencing Consumers' Subjective and Objective Probability of Redeeming Mail-in-Rebates," presented at Harvard University, Indiana University, University of California Irvine, University of Iowa, University of Notre Dame, University of South Carolina, University of Western Ontario, Vanderbilt University.

Published Cases

Silk, Tim and Elizabeth Grasby (2000), "Foxy Originals," Ivey Publishing Case 9B00A026.

Silk, Tim and John Haywood-Farmer (1999), "The Mongolian Grill," Ivey Publishing Case 9A99D013, in *Business Decision Making: Text and Cases 6th ed.*, Elizabeth Grasby, Mary Crossan, Ann Frost, John Haywood-Farmer, Michael Pearce and Lyn Purdy (eds.), Scarborough, Canada: Nelson Thompson Learning, 543-550.

Silk, Tim and Elizabeth Grasby (1999), "GE Capital Canada: Commercial Equipment Financing Division," Ivey Publishing Case 9A99N005, in *Business Decision Making: Text and Cases 6th ed.*, Elizabeth Grasby, Mary Crossan, Ann Frost, John Haywood-Farmer, Michael Pearce and Lyn Purdy (eds.), Scarborough, Canada: Nelson Thompson Learning, 137-143.

Silk, Tim and John Haywood-Farmer (1997), "Central Insurance Canada," Ivey Publishing Case 9A97D009, in *Business Decision Making: Text and Cases 6th ed.*, Elizabeth Grasby, Mary Crossan, Ann Frost, John Haywood-Farmer, Michael Pearce and Lyn Purdy (eds.), Scarborough, Canada: Nelson Thompson Learning, 515-520.

Teaching – Undergraduate

Marketing Analysis, Sauder School of Business, University of British Columbia, 2017-present
New Product Development, Sauder School of Business, University of British Columbia, 2008-present
Brand Management, Sauder School of Business, University of British Columbia, 2006-present
Marketing Strategy & Policy, Moore School of Business, University of South Carolina, 2006
Product Management, Moore School of Business, University of South Carolina, 2004-2005
Marketing Management, Warrington College of Business, University of Florida, 2002, 2004
Business Decision Making, Ivey School of Business, University of Western Ontario, 1997-2000

Teaching – MBA

Brand Management, Sauder School of Business, University of British Columbia, 2006-present
New Product Development, Sauder School of Business, University of British Columbia, 2006-present
Marketing Foundations, Sauder School of Business, University of British Columbia, 2012-present
Product & Services Management, Sauder School of Business, University of British Columbia, 2012-2016
Product & Branding Strategies, Moore School of Business, University of South Carolina, 2004-2006
Marketing Management, Canadian Institute of Management, University of Western Ontario, 1998-2000
Marketing Management, Center for Privatization & Growth, Kiev, Ukraine, May 2000
Marketing Management, Gold Platinum Bank Institute, Yekaterinburg, Russia, May 1999

Teaching – Doctoral

Judgment & Decision Making, Sauder School of Business, University of British Columbia, 2012-2013
Consumer Behavior, Sauder School of Business, University of British Columbia, 2006-2013

Teaching – Executive

Strategy and Innovation, Sauder Executive Education, 2019-present
Product Management Boot Camp, Sauder Executive Education, 2013-present
Strategic Pricing, Sauder Executive Education, 2013-present
Marketing for Dental Practice Management, Sauder Executive Education, 2012-present
Building Strong Brands, Sauder Executive Education, 2010-present
Business Model Canvas Facilitation, Terus Construction, March, 2017
Business Model Canvas Facilitation, COLAS Canada, February, 2017
Best Practices in Innovation – Istuary Innovation Group, July 2016, August 2016, February 2017
Best Practices in Identifying Market Opportunities, McKesson Canada, February, 2016.
Global Brand Management & Market Entry, Chinese Academy of Sciences Holdings, November, 2015
Building Brands on Shared Values, Association Management Company Institute, November, 2015
Best Practices in Product Management, Worksafe BC, July, 2015
Best Practices in Product Management, Northwestel, April, 2015
Building Strong Brands, Veltig Consulting, April, 2015
Consumer Adoption of New Products, Product Camp Vancouver, February, 2013
Services Marketing & Blueprinting, BC Dental Association, 2012-present
New Product Development, Sauder Executive Education, 2007-2013

Measuring Marketing Success, UNICON Executive Education Conference, November, 2012
Marketing Commercial Banking in Canada, Industrial and Commercial Bank of China, March 2012
Understanding Customer Loyalty, CLEBC, December 2011
Blue Ocean Strategy, Beijing TV, July 2011
Leveraging Social Media, Beijing TV, July 2011
New Product Development, Velux Inc., January 2006
Pricing Strategies and Tactics, Manitoba Telecom, September 2003
Making Sense of Pricing Decisions, Bell Canada, October 2001
Pricing in Regulated Markets, Rothmans, Benson & Hedges, February 2001
Client-Agency Relationships, Honey & Associates Advertising, June 2000
Building Brands via Sponsorship, Rothmans, Benson & Hedges, March 2000
Marketing Communications, Canadian Institute of Management, March 2000
Service Blueprinting, Inc. Magazine Conference, October 1999
Services Marketing, Canadian Institute of Management, October 1998, October 1999
Marketing for Non Marketing Managers, Canadian Institute of Management, October 1998

Dissertation Committees

Chee-Wee Tan (MIS), University of British Columbia, 2011
Brent McFerran (MKTG), University of British Columbia, 2009
Laura Smarandescu (MKTG), University of South Carolina, 2007
Georgiana Craciun (MKTG), University of South Carolina, 2006

Ad Hoc Reviewer

Journal of Consumer Research
Journal of Marketing
Journal of Public Policy & Marketing
Marketing Letters
Journal of Product and Brand Management

Other Service

Learning Technology User Committee, 2015-present
Peer Evaluation of Teaching Committee, 2014 – present
Track Champion, Product & Service Management Track, MBA Program, 2012– present
Co-Director, Sales and Marketing Diploma Program, 2012 – Present
Director, Brand Management Mentorship Program, 2011 – present
MBA Curriculum Committee, UBC, 2011 - present
IMBA Advisory Board, UBC, 2011 - present
Robert H. Lee MBA Advisory Group, UBC, 2011 – present
BCOM Review Committee, Values and Professionalism Working Group, 2019-2020
APAC Committee (Awards & Promotion), 2015-2017
Faculty Coordinator, BCOM Marketing Co-op, 2013 – 2017
Faculty Advisor, SERA (Student Experience Research Advisory), 2011-2013
Marketing Specialization Coordinator, MBA Program, 2012
Behavioral Research Lab Coordinator, UBC, 2006 – 2012
Sauder Health & Safety Committee, 2006-2011
Association for Consumer Research Program Committee, 2010, 2012

Expert/Advisory Roles

Ipsos Canada (2017-2020): Advisor to behavioral insights team.
Taymor Industries (2017-2020): Advisor on mapping B2B buyer behavior, sales process, CRM.
TransLink (2015-2020): Advisor on transit fare pricing review.
Motion Canada (2019): Advisor on disruptive innovation and market opportunity discovery.
All Weather Windows (2017-2019): Advisor on price mapping study and profitability analysis.
COLAS (2017): Advisor on Business Model Canvas and market opportunity discovery.
Rousta vs ICBC (2017): Conducted new product concept tests for court.
Canadian Dental Association (2016): Conducted brand perception study for CDA Seal Program.
WIGU Edutainment (2014-2016): Advisor on sponsorship pricing model.
A&W Restaurants (2015): Advisor on consumer behavior and loyalty reward programs.
Thermal Environmental Comfort Association (2014): Advisor on strategies to mitigate price competition.
SAB Miller Brewing (2012): Advisor on consumer behavior in response to price promotions.
G&F Financial Group (2012): Brand facilitation.
OpenRoad Auto Group (2012): Brand facilitation.
Tervita/Hazco (2012): Brand facilitation.
Provincial Health Service Authority (2012): Brand and communications plan facilitation.
A&W Restaurants (2011): Advisor on factors influencing price sensitivity.
ICF International (2010): Advisor on Energy Star Appliance Rebate Program.
U.S. Department of Energy (2010): Advisor on Energy Star Appliance Rebate Program.
Competition Bureau of Canada (2008): Advisor on federal policy document on rebates.
Federal Trade Commission (2007): Presented rebate research at FTC meeting on rebate policy.
U.S. Government Accountability Office (2006): Advisor on federal voucher program.
Cunningham and Zanki vs. IBM (2006): Advisor on factors influencing rebate redemption.
Fred Agah vs. CompUSA (2006): Advisor on factors influencing rebate redemption.

Professional Affiliations

Association for Consumer Research
American Marketing Association
American Psychological Association
Marketing Science Institute
Promotion Marketing Association
Society for Consumer Psychology
Society for Judgement and Decision Making

Media Citations

1. "Canadians Don't Redeem Their Rebates," Serius XM Radio Canada, March 7, 2017.
2. "Consumer Rebates," CBC Radio, March 2, 2017.
3. "Chip Wilson's Kit and Ace Cuts Head Office Staff, Vancouver Sun, September 22, 2016.
4. "Honey, They Shrank the Food," MacLean's, November 16, 2014.
5. "Undergrads Get Advice From the Pros," Globe and Mail, November 5, 2014.
6. "Canucks' Brand in Trouble?" CBC Vancouver Evening News, March 11, 2014.
7. "Rebranding Vancouver's Neighborhoods," BC Business, March 3, 2014.
8. "Three B-school case studies you may not know about," Globe & Mail Business Education, November 2, 2012.

9. "Courting Distributors: How to get your products to market," Star Business Club, October 17, 2012.
10. "Rebates", WNPR Radio, August 28, 2012
11. "Pinched: Sales", CBC Radio 1 Early Edition, August 7, 2012.
12. "Lego for girls sparks criticism," Toronto Star, January 13, 2012.
13. "Is gender pricing fair?" CTV, November 10, 2011.
14. "Hooters helps fight breast cancer," Winnipeg Free Press, August 9, 2011.
15. "Thinking pink may impede breast cancer support: study," National Post, July 28, 2011.
16. "Making the most of rebates," Chicago Tribune, July 1, 2011.
17. "Case Study: Would you buy ski goggles with GPS?," Globe and Mail Report on Business, June 24, 2011.
18. "Canucks gear as rare as a Cup goal these days," Canadian Press/CTV News, June 10, 2011.
19. "Don't Waste Your Money: You Have to Play to Win," Kiplinger's Personal Finance Magazine, May, 2011.
20. "Virtual Advertising a New Reality for Canucks, Vancouver Sun, March 31, 2011.
21. "Beat the Rebate Demon," Palm Beach Post, May 16, 2010.
22. "Marketers Latch on to HST Deadline," The Canadian Press, April 24, 2010.
23. "Price Wars," CBC Radio, April 17, 2009.
24. "Investor Psychology in a Downturn," Business in Vancouver, January 20, 2009.
25. "Consumer Behavior and Tough Times," CBC Radio, October 28, 2008.
26. "Rebates," Readers' Digest, August 2008.
27. "Why Shoppers Love to Hate Rebates," U.S. News & World Report, February 25, 2008.
28. "BC Lottery Corp Brand in Crisis," CBC Radio, June 1, 2007.
29. "Rebate Runaround," AARP Bulletin, June 12, 2007.
30. "More Retailers Are Joining the Rewards Trend," Metro News, April 18, 2007.
31. "Rebates," CBC Radio, February 26, 2007.
32. "Loyalty Programs," Global News, January 30, 2007.
33. "When Cash Back Meets Backlash," San Francisco Chronicle, December 25, 2006.
34. "Assessing the Highest Return," Metro News, October 25, 2006.
35. "Rebates," CBC News: The National, October 24, 2006.
36. "Rebate and Switch," CNNMoney.com, June 5, 2006.
37. "Rebate and Switch," Fortune Small Business, June 1, 2006.
38. "Dot the i's and Cross the t's for Rebates, Raleigh News & Observer, May 21, 2006.
39. "Rebate Do's and Don'ts," Woman's Day, May 10, 2005.
40. "The Rebate Check May Not Be in the Mail," The Washington Post, February 1, 2005
41. "Rebates," CBC News: Marketplace, November 4, 2004.
42. "Study Looks Into Redeeming Value of Rebates, St. Petersburg Times, June 24, 2004.
43. "Rebates," CBS Radio News, June 16, 2004.