

THE UNIVERSITY OF BRITISH COLUMBIA
Curriculum Vitae for Faculty Members

Date: July 2021

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
Full Professor Innovate BC Professor	2021 -
Senior Associate Dean – Special Projects (Covid Response) Innovate BC Professor	2020 – 2021
Senior Associate Dean, Faculty Director, Robert H. Lee Graduate School Innovate BC Professor	2015 - 2020
Senior Associate Dean, Faculty and Research Innovate BC Professor	2012 – 2014
Full Professor Fred H. Siller Professor in Applied Marketing Research	2007 – 2012

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 behavior
New venture design/entrepreneurship
Creativity

(b) *Courses Taught at UBC*

Session	Course Number	Topic	Program
2010-2011	Comm365/Bama508	Market Research	BComm/MM
2010	Baen580	Entrepreneurship	IMBA
2009-2013, 2018-2020	Comm486k/Bama562	Creativity	BComm/MBA/MM/MMDD
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
2018-	BA501	Business Strategy	IMBA/PMBA

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

Student	Program	Grad Year	Supervisor (on Committee)	Placement
Ekin Ok	Marketing-PHD	2022	Dahl/Griffin	
Wade Wade	Marketing-PHD	2022	Dahl/Hoegg	
Johannes Boegershausen	Marketing-PHD	2019	Dahl/Hoegg	UAmsterdam
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
Helen van der Sluis	Marketing-PHD, Arizona St	2021	Morales (Dahl)	
Lidan Xu	Marketing-PHD, Illinois	2018	Mehta (Dahl)	Oklahoma St.
Freeman Wu	Marketing-PHD, Arizona St	2018	Morales (Dahl)	Vanderbilt
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)	Peking University
Meghan Gray	Human Ecology- MSC	2002	Horne (Dahl)	n/a
Laurence Ashworth	Marketing-PHD	2004	Darke (Dahl)	Queen's

(d) *Continuing Education Activities*

2018-continuing	BCAA Executive Education Program – Program coordinator/instructor
2003-continuing	UBC Sales and Marketing Executives Program – Program coordinator/instructor
2010-2020	Rocky Mountaineer Executive Education Program – Program coordinator/instructor
2015-2020	Marketing for Non-Marketers – EdX MicroMaster, certificate program
2011-2019	BC Lotteries Corporation Executive Education Program – Program coordinator/instructor
2015-2019	YVR Executive Education Program – Program coordinator/instructor
2011-2018	Strategy and Innovation Program – UBC Open Enrollment – Program coordinator/instructor
2011-2018	Product Management Boot Camp – UBC Open Enrollment – Program instructor
2007-2017	Chinook (First Nations Education) Program – Program 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)*

University of Minnesota (Duluth) – Bcomm program (2021)
 Arizona State University – PHD program (2020)
 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	Ethical Storytelling in Corporate Social Responsibility	\$135,400	2021	Darren Dahl	
SSHRC	Identity Brands and Social Distance	\$141,650	2019	Lisa Cavanaugh	Darren Dahl
SSHRC	Virtual Reality in Charitable Appeals	\$140,562	2019	Kirk Kristofferson	Darren Dahl
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 (10)	\$46,874	2003-12, 2019-21	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*

2021

Lingnan University, Hong Kong, China (online)
University of Southampton, Southampton, United Kingdom (online)

2020

Lingnan University, Hong Kong, China (online)

2019

University of Melbourne, Melbourne, Australia
Georgetown, Washington DC, USA
Nanyang University, Singapore
Ivey School of Business, London, Ontario, Canada

2018

Shanghai University of Finance and Economics, Shanghai, China
Emory University, Atlanta, Georgia, USA
University of Alabama, Tuscaloosa, Alabama, USA
Erasmus University, Rotterdam, Netherlands

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
Shanghai University of Finance and Economics, Shanghai, China
University of Amsterdam - VU, Amsterdam, Netherlands
Judge Business School Research Camp, University of Cambridge, Cambridge, UK
IESEG, Paris, France
Washington State, Pullman, Washington, 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
- 1997
 University of Manitoba, Manitoba, Canada
 University of Alberta, Alberta, Canada
 London Business School, London, UK
 Washington State University, Washington, USA

Hong Kong University of Science and Technology, Hong Kong, China

(e) *Other Presentations*

Executive Online Series – “Strategic Thinking and Organizational Success”, Vancouver, British Columbia, (2021)
 Executive Online Series – “Reimagining the Status Quo”, Vancouver, British Columbia, (2020)
 Boyden – “Driving Creativity and Innovation in the Workplace”, Whistler, British Columbia (2019)
 Startech.com – “Creativity and Innovation”, London, Ontario (2019)
 Executive Learning Series – “Driving Creativity and Innovation in the Workplace”, Vancouver, British Columbia (2019)
 Lead in Law – Allard Student Leadership Conference – “The Value of Being Intellectually Uncomfortable”, Vancouver, British Columbia (2019)
 Boss Annual Conference – “Creativity and Innovation”, Vancouver, British Columbia, (2018)
 Summit Leaders Program – “Creativity in Business”, Vancouver, British Columbia, (2018)
 AWCBC Staff Learning Symposium – “Nudge Nudge – Behavioural Economics”, Vancouver, British Columbia (2017)
 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.)*

ANPAD Challenges and Opportunities in Consumer Research Panelist (2021) – Brazil (online)
 Industry-Academic Research Panelist (2021) – Translational Research Center, Temple University, Philadelphia, Pennsylvania, USA
 ACR Conference Keynote (2019) – Atlanta, Georgia, USA
 Developing Marketing Theory: Bigger, Bolder, Better? Keynote (2018) – Sydney, Australia
 ANZMAC Conference Keynote (2017) – Melbourne, Australia

Consumer Journeys – Thought Leaders in Consumer-Based Strategy Keynote (2017) – Amsterdam, Netherlands

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

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

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, 2019, 2021)

SCP Doctoral Consortium – Faculty Fellow - (2010, 2012-2014)

ACR Doctoral Consortium – Faculty Fellow - (2006, 2009-2019)

SCP Author Training Workshop (2020)

MSI Scholars Conference Co-Chair (2018) – Breckenridge, Colorado, USA

JACR Prosocial Consumer Behavior Co-Chair (2018) – Whistler, British Columbia, Canada

Monaco Symposium on Luxury Scientific Committee (2016, 2018, 2020)

SCP Europe Conference Co-Chair (2015) – Vienna, Austria

Association for Consumer Research Latin American Program Committee (2014)

Association for Consumer Research Conference Co-chair (2010) – Jacksonville, Florida

Marketing Science Conference Co-chair (2008) – Vancouver, BC

Action Editor Association for Consumer Research Conference (2007)

Advertising and Consumer Psychology Conference Program Committee (2006)

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

Association for Consumer Research Conference Program Committee (2004, 2006, 2013, 2018)

10. SERVICE TO THE UNIVERSITY

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

Collective Agreement Negotiation Team, UBC (November 2018 – January 2020)

Director of the RHL Graduate School, Sauder (January 2016 – June 2020)

Senior Associate Dean – Faculty/Research, Sauder (July 2012 – June 2020)

Conflict of Interest Committee, UBC (July 2012 – June 2019)

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

Association for Consumer Research – President (2019)
 Society for Consumer Psychology – President (2013)
 Association for Consumer Research – Board of Directors (2008 - 2010)

Policy Board – Journal of the Association for Consumer Research – Member (2020 -)

Association for Consumer Research, member (1995 - continuing)
 Society for Consumer Psychology, member (1998 - continuing)

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

Boards

Family Enterprise Xchange – Board Member (2014 - 2016)

(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 Marketing Research, associate editor (2018-), editorial review board (2008-2018)
 Journal of Consumer Psychology, associate editor (2021-), editorial review board (2010-2013, 2018-2020)
 Journal of the Academy of Marketing Science, associate editor (2021-), editorial review board (2015-2020)
 International Journal of Research in Marketing, associate editor (2021-), editorial review board (2009-2015)
 Journal of Consumer Research, editor-in-chief (2014-2018), associate editor (2009-2014), editorial review board (2005-2009, 2018-)
 Journal of Marketing, editorial review board (2011-)
 Journal of Product Innovation Management, editorial review board (2013-)
 Journal of Public Policy and Marketing, editorial review board (2020-)
 Marketing Letters, editorial review board (2021-)
 Marketing Education Review, editorial review board (2013-)
 Canadian Journal of Administrative Sciences, editor (2009-2012), editorial review board (2006-)

Consumer Psychology Review, scientific advisory committee (2020-2023)

Journal of the Association of Consumer Research, guest editor (2019)
 Journal of Marketing Behavior, associate editor (2014), editorial review board (2014-2019)

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

Ferber Award Judge – Journal of Consumer Research 2008
 AMA Howard Award Judge – 2019
 CW Park Awards for Best Paper/Early Contribution Judge – 2020
 ACR Fellows Selection Committee – 2020, 2021

Ad hoc reviewer:

Management Science, International Journal of Research in Marketing, Journal of Personality and Social Psychology, 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, Psychology and Marketing, Journal of Marketing Education.

Granting agency ad hoc reviewer:

SSHRC, Canadian Foundation for Innovation, RGC-Hong Kong, Nova Scotia Health Research Foundation, IDEX Université Grenoble Alpes, Israel Science Foundation, FWF Austrian Science Fund.

School reviewer:

Haskayne School of Business, University of Calgary – Faculty Review 2013
 National University of Singapore, Singapore – Department Review 2017

(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), SUFE (2014-2020), Skretting (2016), Tourism Vancouver (2017), Leith Wheeler (2017), YVR (2018), McDonald's (2019), Lingnan University (2020), G&F Financial (2021).

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)
Innovate BC Professor – UBC (2012)
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:** July 2021

1. REFEREED PUBLICATIONS

(a) *Journals*

- 93) de Ruyter, Ko, Debbie Isobel Keeling, Kirk Plangger, Matteo Montecchi, Maura L. Scott, and Darren W. Dahl "Reimagining Marketing Strategy: Driving the Debate on Grand Challenges", *Journal of the Academy of Marketing Science*, (forthcoming).
- 92) Xu, Lidan, Ravi Mehta, and Darren W. Dahl "Leveraging Creativity in Charity Marketing: The Impact of Engaging in Creative Activities on Subsequent Donation Behavior", *Journal of Marketing*, (forthcoming).
- 91) Hamby, Anne, Brent McFerran, and Darren W. Dahl "Above the Scam: Moral Elevation Reduces Gullibility", *Journal of Consumer Psychology*, (forthcoming).
- 90) Ali, Oguz, Darren W. Dahl, Christoph Fuchs, and Martin Schreier (2021) "The Signal Value of Crowdfunded Products", *Journal of Marketing Research*, 58(4), 644-661.
Featured:
Ali, Oguz, Christoph Fuchs, Martin Schreier, and Darren W. Dahl "When do Consumers Prefer Crowdfunded Products", *Harvard Business Review*, May, 2021.
- 89) Herzog, Walter, Johannes Hattula, and Darren W. Dahl (2021) "Marketers Project Their Personal Preferences onto Consumers: Overcoming the Threat of Egocentric Decision Making", *Journal of Marketing Research*, 58(3), 456-475.
- 88) Olson, Jenny G., Brent McFerran, Andrea C. Morales, and Darren W. Dahl (2021) "How Income Shapes Moral Judgments of Prosocial Behavior", *International Journal of Research in Marketing*, 38(1), 120-135.
- 87) Hofstetter, Reto, Darren W. Dahl, Suleiman Aryobsei, and Andreas Herrmann (2021) "Constraining Ideas: How Seeing Ideas of Others Harms Creativity in Open Innovation", *Journal of Marketing Research*, 58(1), 95-114.
Featured:
Hofstetter, Reto, Darren W. Dahl, Suleiman Aryobsei, and Andreas Herrmann "The Problem with Innovation Contests", *Harvard Business Review*, July-August, 2021.
- 86) Dunn, Lea, Katherine White, and Darren W. Dahl (2020) "A Little Piece of Me: When Mortality Reminders Lead to Giving to Others", *Journal of Consumer Research*, 47(3), 431-453.
- 85) Argo, Jennifer J. and Darren W. Dahl (2020) "Social Influence in the Retail Context: A Contemporary Review of the Literature," *Journal of Retailing*, 96(1), 25-39.
- 84) White, Katherine, Rashid Habib, and Darren W. Dahl (2020) "A Review and Framework for Thinking about the Drivers of Prosocial Consumer Behavior," *Journal of the Association of Consumer Research*, 5(1), 2-18.

- 83) Huang, Rong, Darren W. Dahl, Shenyu Li, and Qiong Zhou (2019) "The Effect of Packaging Perceptual Cues on Consumer Disposal Behavior of Partially Consumed Products", *Journal of the Association of Consumer Research*, 4(4), 352-362.
- 82) Klesse, Anne-Kathrin, Yann Cornil, Darren W. Dahl, and Nina Gros (2019) "The Secret Ingredient is Me – Customization Prompts Self-Image Consistent Product Perceptions", *Journal of Marketing Research*, 56(5), 879-889.
- 81) Wang, Helen Si, Charlie H. Noble, Darren W. Dahl, and Sungho Park (2019) "Successfully Communicating a Co-Created Innovation", *Journal of Marketing*, 83(4), 38-57.
- 80) Mehta, Ravi and Darren W. Dahl (2019) "Creativity: Past, Present, and Future", *Consumer Psychology Review*, 2, 30-49.
- 79) Hanson, Sara, Lan Jiang, and Darren W. Dahl (2019) "Enhancing Consumer Engagement in an Online Brand Community via User Reputation Signals: A Multi-Method Analysis", *Journal of the Academy of Marketing Science*, 47(2), 349-367.
- 78) Morales, Andrea C., Darren W. Dahl, and Jennifer Argo (2018) "Amending the Law of Contagion: A General Theory of Property Transference", *Journal of the Association of Consumer Research*, 3(4), 555-565.
- 77) Wang, Chen, Jo Andrea Hoegg, and Darren W. Dahl (2018) "The Impact of a Sales Team's Perceived Entitativity on Customer Satisfaction", *Journal of the Academy of Marketing Science*, 46(2), 190-211.
- 76) Mugge, Ruth, Jan P.L. Schoormans, and Darren W. Dahl (2018) "What You See is what You Get? Guidelines for Influencing Consumers' Perceptions of Consumer Durables through Product Appearance", *Journal of Product Innovation Management*, 35(3), 309-320.
- 75) Kristofferson, Kirk, Cait Lambertson, and Darren W. Dahl (2018) "Can Brands Squeeze Wine from Sour Grapes? The Importance of Self-Esteem in Understanding Envy's Effects", *Journal of the Association of Consumer Research*, 3(2), 229-239.
- 74) Argo, Jennifer J. and Darren W. Dahl (2018) "Standards of Beauty: The Impact of Mannequins in the Retail Context", *Journal of Consumer Research*, 44(5), 974-990.
- 73) Umashankar, Nita, Morgan K. Ward, and Darren W. Dahl (2017) "The Benefit of Becoming Friends: Complaining after Service Failures Leads to Customers with Strong Ties to Increase Loyalty," *Journal of Marketing*, 81(6), 79-98.
- 72) Chae, Boyoun, Darren W. Dahl, and Rui (Juliet) Zhu (2017) "'Our' Brand's Failure Leads to 'Their' Product Derogation", *Journal of Consumer Psychology*, 27(4), 466-472.
- 71) Mehta, Ravi, Darren W. Dahl, and Rui (Juliet) Zhu (2017) "Social-Recognition versus Money? Exploring the Effects of Creativity Contingent External Rewards on Creativity", *Journal of Consumer Research*, 44(3), 536-553.
- 70) 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.

- 69) 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.
- 68) 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.
- 67) Martins, Chrissy M., Lauren G. Block, and Darren W. Dahl (2015) "Can Hand Washing Influence Hedonic Food Consumption?", *Psychology & Marketing*, 32(7), 742-750.
- 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.
 Featured:
 Berinato, Scott "Putting Yourself in the Customer's Shoes Doesn't Work: An Interview with Johannes Hattula", *Harvard Business Review*, March (2015).
- 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.
Reprinted:
Mugge, Ruth and Darren W. Dahl (2020), "Seeking the Ideal Level of Design Newness: Consumer Response to Radical and Incremental Product Design" *Journal of Product Innovation Management Special Issue on Design Innovation*, August 10.
- 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.
- 41) Dahl, Darren W. (2011), "Clarity in Defining Product Design: Inspiring Research Opportunities for the Design Process", *Journal of Product Innovation Management*, 28(3), 425-427.
- 40) Hoegg, Jo Andrea, Joseph W. Alba, and Darren W. Dahl (2010) "The Good, the Bad, and the Ugly: Influence of Aesthetics on Product Feature Judgments", *Journal of Consumer Psychology*, 20 (4), 419-430.
- 39) McFerran, Brent, Darren W. Dahl, Gerald J. Gorn and Heather Honea (2010) "Motivational Determinants of Transportation into Marketing Narratives", *Journal of Consumer Psychology*, 20 (3), 306-316.
- 38) Goode, Miranda R., Darren W. Dahl, and C. Page Moreau (2010) "The Effect of Experiential Analogies on Consumer Perceptions and Attitudes", *Journal of Marketing Research*, 47 (April), 274-286.
- 37) McFerran, Brent, Darren W. Dahl, Gavan J. Fitzsimons, and Andrea C. Morales (2010) "Might an Overweight Waitress Make You Eat More? How the Body Type of Non-Eating Others Is Sufficient to Alter Consumption", *Journal of Consumer Psychology*, 20 (2), 146-151.
- 36) Jiang, Lan, Jo Andrea Hoegg, Darren W. Dahl, and Amitava Chattopadhyay (2010) "The Persuasive Role of Incidental Similarity on Attitudes and Purchase Intentions in a Sales Context", *Journal of Consumer Research*, 36 (5), 778-791.
- 35) McFerran, Brent, Darren W. Dahl, Gavan J. Fitzsimons, and Andrea C. Morales (2010) "I'll have what She is Having: Effect of Social Influence and Body Type on the Food Choices of Others", *Journal of Consumer Research*, 36 (6), 915-929, runner-up JCR best article award - 2010, honorable mention 2010 Ferber award.
- 34) Williamson-Sprague, Elaine and Darren W. Dahl (2010) "Learning to Click: An Evaluation of PRS Clicker Technology in Introductory Marketing Courses", *Journal of Marketing Education*, 32 (1), 93-103.
- 33) Dahl, Darren W., Jaideep Sengupta, and Kathleen D. Vohs (2009) "Sex in Advertising: Gender Differences and the Role of Relationship Commitment", *Journal of Consumer Research*, 36 (2), 215-231.

Reprinted:

Dahl, Darren W., Jaideep Sengupta, and Kathleen D. Vohs (2010), "Le Sexe en Publicite: Differences Selon le Genere et Role de L'engagement Relationnel," *Recherche et Applications en Marketing*, 25(1), 107-131.

Dahl, Darren W., Jaideep Sengupta, and Kathleen D. Vohs (2011), "Sex in Advertising ... only on Mars and not on Venus?" *Marketing Intelligence Review-GFK*, 3(1), 54-57.

- 32) Zhao, Min, Steve Hoeffler, and Darren W. Dahl (2009) "Visualization and New Product Evaluation – The Role of Memory and Imagination-Focused Visualization", *Journal of Marketing Research*, 46 (1), 46-55.
- 31) Argo, Jennifer J., Darren W. Dahl, and Andrea C. Morales (2008) "Positive Consumer Contamination: Responses to Attractive Others in a Retail Context", *Journal of Marketing Research*, 45 (6), 690-701.
- 30) Moore, Sarah G., Darren W. Dahl, Gerald J. Gorn, Charles B. Weinberg, Jongwon Park, and Yuwei Jiang (2008), "Condom embarrassment: Coping and Consequences for Condom Use in Three Countries", *AIDS Impact*, 20 (5), 553-559.
- 29) Sengupta, Jaideep and Darren W. Dahl (2008), "Gender-Related Reactions to Gratuitous Sex Appeals in Advertising" *Journal of Consumer Psychology*, 18 (1), 62-78.
- 28) Argo, Jennifer J., Rui (Juliet) Zhu, and Darren W. Dahl (2008), "Fact or Fiction: An Investigation of Empathy Differences in Responses to Emotional Melodramatic Entertainment" *Journal of Consumer Research*, 34 (5), 614-623.
- 27) White, Katherine and Darren W. Dahl (2007), "Are all Outgroups Created Equal? Consumer Identity and Dissociative Influence", *Journal of Consumer Research*, 34 (4), 525-536.
- 26) Dahl, Darren W. and C. Page Moreau (2007), "Thinking inside the Box: Why Consumers Enjoy Constrained Creative Experiences", *Journal of Marketing Research*, 44 (3), 357-369.
- 25) Main, Kelley, Darren W. Dahl, and Peter R. Darke (2007), "Deliberative and Automatic Bases of Suspicion: Empirical Evidence of the Sinister Attribution Error", *Journal of Consumer Psychology*, 17 (1), 59-69, winner of the 2007 JCP Young Contributor award, winner of the 2010 Park Award for Outstanding Contribution to the *Journal of Consumer Psychology*.
- 24) White, Katherine and Darren W. Dahl (2006), "To Be or Not Be? The Influence of Dissociative Reference Groups on Consumer Preferences", *Journal of Consumer Psychology*, 16 (4), 404-414.
- 23) Argo, Jennifer J., Katherine White, and Darren W. Dahl (2006), "Social Comparison Theory and Deception in the Interpersonal Exchange of Consumption Information", *Journal of Consumer Research*, 33 (1), 99-108.
- 22) Argo, Jennifer J., Darren W. Dahl, and Andrea C. Morales (2006), "Consumer Contamination: How Consumers React to Products Touched by Others", *Journal of Marketing*, 70 (2), 81-94.
- 21) Moore, Sarah, Darren W. Dahl, Gerald J. Gorn, and Charles B. Weinberg (2006), "Coping with Condom Embarrassment", *Psychology, Health, & Medicine*, 11 (1), 70-79.

- 20) Dahl, Darren W., Heather Honea, and Rajesh V. Manchanda (2005), "Three R's of Interpersonal Consumer Guilt: Relationship, Reciprocity, Reparation", *Journal of Consumer Psychology*, 15 (4), 307-315.
- 19) Smimou, Kamal, Suresh K. Bhatt, and Darren W. Dahl (2005), "New Product Idea Screening Decision with Approximate Evaluations: Optimization Approach," *Fuzzy Economic Review*, 10 (2), 45-60.
- 18) Argo, Jennifer J., Darren W. Dahl, and Rajesh V. Manchanda (2005), "The Influence of a Mere Social Presence in a Retail Context", *Journal of Consumer Research*, 32 (2), 207-212.
- 17) Dahl, Darren W., Peter Darke, Gerald J. Gorn, and Charles B. Weinberg (2005), "Promiscuous or Confident?: Attitudinal Ambivalence Towards Condom Purchase", *Journal of Applied Social Psychology*, 35 (4), 869-887, best paper award – ASAC 2002.
- 16) Moreau, C. Page and Darren W. Dahl (2005), "Designing the Solution: The Impact of Constraints on Consumers' Creativity", *Journal of Consumer Research*, 32 (1), 13-22, lead article, winner of the JCR best paper award - 2005.
- 15) Honea, Heather and Darren W. Dahl (2005), "The Promotion Affect Scale (PAS): Defining the Affective Dimension of Promotion", *Journal of Business Research*, 58 (4), 543.
- 14) Dahl, Darren W. and Steve Hoeffler (2004), "Visualizing the Self: Exploring the Potential Benefits for New Product Evaluation", *Journal of Product Innovation Management*, 21, 259-267.
- 13) Dahl, Darren W., Kristina D. Frankenberger, and Rajesh V. Manchanda (2003), "Does it pay to Shock? Reactions to Shocking and Non-Shocking Ad Content among University Students", *Journal of Advertising Research*, 43 (3), 268-280.
- 12) Chattopadhyay, Amitava, Darren W. Dahl, Robin Ritchie, and Kimary Shahin (2003), "Hearing Voices: The Impact of Announcer Speech Characteristics on Consumer Response to Broadcast Advertising", *Journal of Consumer Psychology*, 13 (3), 198-204.
- 11) Dahl, Darren W., Heather Honea, and Rajesh V. Manchanda (2003), "The Nature of Self-Reported Guilt in Consumption Contexts", *Marketing Letters*, 14 (3), 159-171.
- 10) Darke, Peter R. and Darren W. Dahl (2003), "Fairness and Discounts: The Subjective Value of a Bargain", *Journal of Consumer Psychology*, 13 (3), 328-338.
- 9) Dahl, Darren W. and C. Page Moreau (2002), "The Influence and Value of Analogical Thinking During New Product Ideation", *Journal of Marketing Research*, 39 (1), 47-60.
- 8) Sengupta, Jaideep, Darren W. Dahl, and Gerald J. Gorn (2002), "Misrepresentation in the Consumer Context", *Journal of Consumer Psychology*, 12 (2), 69-79, lead article.
- 7) Dahl, Darren W., Rajesh V. Manchanda, and Jennifer J. Argo (2001), "Embarrassment in Consumer Purchase: The Roles of Social Presence and Purchase Familiarity", *Journal of Consumer Research*, 28 (3), 473-481.
- 6) Dahl, Darren W., Amitava Chattopadhyay, and Gerald J. Gorn (2001), "The Importance of Visualisation in Concept Design", *Design Studies*, 22 (1), 5-26, lead article.

- 5) Dahl, Darren W., Gerald J. Gorn, and Charles B. Weinberg (1999), "Encouraging Use of Coupons to Stimulate Condom Purchase", *American Journal of Public Health*, 89 (12), 1866-1869.
- 4) Dahl, Darren W., Amitava Chattopadhyay, and Gerald J. Gorn (1999), "The Use of Visual Mental Imagery in New Product Design", *Journal of Marketing Research*, 36 (1), 18-28.
- 3) Dahl, Darren W., Gerald J. Gorn, Charles B. Weinberg (1998), "The Impact of Embarrassment on Condom Purchase Behavior", *Canadian Journal of Public Health*, 89 (6), 368-370, lead article.
- 2) Gorn, Gerald J., Amitava Chattopadhyay, Tracey Yi, and Darren W. Dahl (1997), "Effects of Color as an Executional Cue in Advertising: They're in the Shade", *Management Science*, 43 (10), 1387- 1400.
- 1) Dahl, Darren W., Gerald J. Gorn, Charles B. Weinberg (1997), "Condom Carrying Behavior among College Students", *American Journal of Public Health*, 87 (6), 1059-1060.

2. **BOOKS**

(a) *Authored*

- 3) Solomon, Michael R., Kelley Main, Katherine White, and Darren W. Dahl (2021), *Consumer Behavior: Buying, Having, and Being, 8th Canadian Edition*, Pearson.
- 2) Solomon, Michael R., Katherine White, and Darren W. Dahl (2016), *Consumer Behavior: Buying, Having, and Being, 7th Canadian Edition*, Pearson.
- 1) Solomon, Michael R., Katherine White, and Darren W. Dahl (2013), *Consumer Behavior: Buying, Having, and Being, 6th Canadian Edition*, Pearson.

(b) *Edited*

(c) *Chapters*

- 8) Mehta, Ravi, Lidan Xu, and Darren W. Dahl (2019), "The Role of Identity Salience in Creative Thinking," in *Handbook of Research on Identity Theory in Marketing*, ed. Americus Reed II and Mark Forehand, United Kingdom, Edward Elgar Publishing.
- 7) Olson, Jenny, Brent McFerran, Andrea C. Morales, and Darren W. Dahl (2019), "Identity-Based Perceptions of Others' Consumption Choices," in *Handbook of Research on Identity Theory in Marketing*, ed. Americus Reed II and Mark Forehand, United Kingdom, Edward Elgar Publishing.
- 6) Dunn, Lea, Katherine White, and Darren W. Dahl (2012), "That is So Not Me: Dissociating from Undesired Consumer Identities", in *Identity and Consumption*, R. Belk, A. Ruvio, Editors, Routledge.
- 5) McFerran, Brent, Darren W. Dahl, Gavan J. Fitzsimons, and Andrea C. Morales (2010), "Social Influence and Body Type Effects On Eating Behavior", in *Leveraging Consumer Psychology for Effective Health Communications: The Obesity Challenge*, R. Batra, P.A. Keller, and V.J. Strecher, Editors, Armonk, NY: M.E. Sharpe.

- 4) Dahl, Darren W. (2010), "Understanding the Role of Spokesperson Voice in Broadcast Advertising", in *Sensory Marketing: Research on the Sensuality of Products*, A. Krishna, Editor, New York, NY: Taylor and Francis.
- 3) Moreau, C. Page and Darren W. Dahl (2009), "Constraints and Consumer Creativity," in *Tools for Innovation*, A.B Markman and K.L. Wood, Editors, Oxford University Press.
- 2) Dahl, Darren W., Gerald J. Gorn, and Charles B. Weinberg (1997), "Marketing, Safer Sex, and Condom Acquisition", in *Social Marketing: Theoretical and Practical Perspectives*, M. Goldberg, M. Fishbein, and S. Middlestat, Editors, Hillsdale, NJ: Lawrence Erlbaum.
- 1) Dahl, Darren W. and Anne M. Lavack (1995), "Cause-Related Marketing: Impact of Size of Corporate Donation and Size of Cause-Related Promotion on Consumer Perceptions and Participation", in *Marketing Theory and Applications – Volume 6*, D.W. Steward and N.J. Vilcassim, Editors, pp. 476-81.

3. **OTHER WORKS**

- 13) Dahl, Darren W., and Reto Hofstetter "Crowdsourcing for Marketing Success", *Impact at JMR*, (forthcoming).
- 12) Dahl, Darren W. (2020) "The Value of Wrong", Association for Consumer Research Presidential Address, October 18, Atlanta, Georgia, in *ACR Conference Proceedings*.
- 11) Dahl, Darren W. (2018) "Shock Charity Campaigns: Building our Understanding on Their Effectiveness - Comments on 'Emotions and Prosocial Behaviors: A Study of the Effectiveness of Shocking Charity Campaigns' by Jeanne Albouy," *Recherche et Applications en Marketing*, 33(1), 88-91.
- 10) Dahl, Darren W., Eileen Fisher, Gita V. Johar and Vicki Morwitz (2017) "Making Sense from (Apparent) Senselessness," *Journal of Consumer Research*, 45.
- 9) Lin, Lily, Darren W. Dahl, and Jenifer J. Argo (2017), "Refining the Tightness and Looseness Framework with a Consumer Lens," *Journal of Consumer Psychology*, 27(3): 392-397.
- 8) Dahl, Darren W., Eileen Fisher, Gita V. Johar and Vicki Morwitz (2016) "Tutorials in Consumer Research," *Journal of Consumer Research*, 43.
- 7) Ordabayeva, Nailiya, Lisa Cavanaugh, Darren W. Dahl, Audrey Azoulay, Ivan Coste-Maiere, James Journey, and Daria Erkhova (2016), "Luxury in the Digital World: How Digital Technology Can Complement, Enhance, and Differentiate Luxury Experience", Wharton.
- 6) Dahl, Darren W. (2016), "The Argument for Consumer-Based Strategy Papers", *Journal of the Academy of Marketing Science*, 44(3), 286-287.
- 5) Dahl, Darren W., Eileen Fisher, Gita V. Johar and Vicki Morwitz (2015) "The Evolution of JCR: A View through the Eyes of Its Editors," *Journal of Consumer Research*, 42(1).
- 4) Dahl, Darren W., Eileen Fisher, Gita Johar, and Vicki Morwitz (2014) "Meaningful Consumer Research" *Journal of Consumer Research*, 41(1), iii-v.

- 3) Dahl, Darren W. (2013), "Social Influence and Consumer Behavior", *JCR Research Curations*, Spring 2013.
- 2) Hansen, Kevin and Darren W. Dahl (2006), "General Electric: Imagination at Work with the Olympic Games", in *Supplemental Cases in Marketing*, Cindy Stewart, Editor, Toronto, Ontario: Pearson Canada.
- 1) Brown, Moya D., Darren W. Dahl, Gerald J. Gorn, and Charles B. Weinberg (1997), "Condomania: Marketing Safer Sex", in *Canadian Marketing Cases*, G.H.G. McDougall and C. B. Weinberg, Editors, Toronto: McGraw-Hill, Ryerson.