

# TRIPAT GILL

(July 2021)

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## ACADEMIC APPOINTMENTS

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July 2011 – Present	Associate Professor of Marketing and Laurier Research Chair in Consumer Insights & Innovation, Lazaridis School of Business and Economics, <b>Wilfrid Laurier University</b> , Waterloo, ON, Canada
July 2004 – June 2011	Assistant Professor of Marketing, Faculty of Business & IT, <b>Ontario Tech University</b> , Oshawa, ON, Canada
July 2001 – June 2004	Assistant Professor of Marketing, Weatherhead School of Management, <b>Case Western Reserve University</b> , Cleveland, OH, U.S.A.

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## EDUCATION

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<b>Ph.D.</b> in Management	<b>McGill University</b> , Montreal, QC, Canada, November, 2002.
<b>PGDM (MBA)</b>	<b>Indian Institute of Management</b> , Bangalore, India, May, 1993.
<b>B.Tech.</b> in Electronics	<b>Indian Institute of Technology</b> , BHU, Varanasi, India, July, 1991.

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## RESEARCH INTERESTS

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Consumer Interactions with AI & Autonomous Agents  
Consumer Adoption of Innovations  
Brand Meaning and Measurement  
Applications of Evolutionary Psychology in Marketing  
Replicating Research in Marketing & Psychology

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## RESEARCH AWARDS & GRANTS

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**Canada Research Chair (Tier 2) in Market Insight and Innovation, 2011-21**  
Social Sciences & Humanities Research Council of Canada (SSHRC) (Total amount: \$1 million)

**Insight Grant from SSHRC, 2017-21**  
As principal applicant (PI), for the project “The role of emotions in the adoption of innovations.”

**Insight Development Grant from SSHRC, 2012-14**  
As PI, for the project, “The role of ethnic stereotypes in the evaluation of services.”

**Canadian Foundation for Innovation (CFI) grant, 2011-13**  
Infrastructure grant as PI, for setting up the Consumer Research Lab at Wilfrid Laurier University.

**Insight Development Grant from SSHRC, 2011-13**  
As co-applicant, for the project entitled, “Core versus peripheral innovations: the effect of Innovation Locus on the Adoption of New Products.”

**Marketing Science Institute, MSI, Boston, MA, U.S.A. 2011-12**  
As co-applicant, for the project entitled, “Core versus peripheral innovations: the effect of Innovation Locus on the Adoption of New Products.”

**Strategic Grant from SSHRC, 2008-11**  
As the PI, for the project entitled, “The Role of Brand Characteristics in the Evaluation of Convergent High-Technology Products.”

**Standard Grant from SSHRC, 2008-11**  
As co-applicant for the project entitled, “Counter-Stereotypical New Products: What are the Barriers to their Adoption and How to Overcome them?”

**Standard Grant from SSHRC, 2005-2008**  
As PI for, “Convergent Products: Issues of Categorization and Adoption.”

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## PUBLICATIONS

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- Gill, T. (2021), "Ethical dilemmas are really important to potential adopters of autonomous vehicles," *Ethics and Information Technology*. <https://link.springer.com/article/10.1007/s10676-021-09605-y>.
- Gill, T., Ma, Z., Zhao, P. and Chen, Y.(. (2021), "How accessories add value to a platform: the role of innovativeness and nonalignability", *European Journal of Marketing*, Vol. 55 (4), <https://doi.org/10.1108/EJM-07-2019-0627>
- Jones, B.C., ...Gill, T. *et al.* (2021), "To Which World Regions Does the Valence-Dominance Model of Social Perception Apply?," *Nature Human Behavior*, 5, 159-69. <https://www.nature.com/articles/s41562-020-01007-2>
- Gill, T. (2020), "Blame it on the Self-Driving Car. How Autonomous Vehicles Can Alter Consumer Morality," *Journal of Consumer Research*, Vol. 47 (2), 272–291, <https://doi.org/10.1093/jcr/ucaa018>
- Wijnands, F. and Gill, T. (2020), "You're not Perfect, but you're still my Favorite." Brand Affective Congruence as a new Determinant of Self-Brand Congruence." *Journal of Marketing Management*, Vol. 36 (11-12), 1076-1103. <https://www.tandfonline.com/doi/full/10.1080/0267257X.2020.1767679>
- Panchal, S. and Gill, T. (2020), "When Size Does Matter. Dominance Versus Prestige Based Status Signaling," *Journal of Business Research*, 120, 539-550, <https://doi.org/10.1016/j.jbusres.2019.03.047>.
- Moshontz, H., .. Gill, T... (94 others) .. and C. Cartier (2018), "The Psychological Science Accelerator: Advancing Psychology Through a Distributed Collaborative Network," *Advances in Methods and Practices in Psychological Science*, 1(4): 501–515. <https://doi.org/10.1177%2F2515245918797607>
- Klein, R. A., .. Gill, T.. and B. Nosek (2018), "Many Labs 2: Investigating Variation in Replicability Across Samples Settings," *AMPPS*, 1(4) :443-90. <https://doi.org/10.1177%2F2515245918810225>
- Gill, T. and Lei, J. (2018), "Counter-stereotypical products: Barriers to their adoption and strategies to overcome them," *Psychology & Marketing*, Vol. 35: 493-510. <https://doi.org/10.1002/mar.21101>.
- Sääksjärvi, M., Gill, T., and Hultink, E. J. (2017) "How rumors and preannouncements foster curiosity toward products", *Eur. J. of Innov. Mgt.*, 20 (3), 350-371. <https://doi.org/10.1108/EJIM-03-2016-0037>
- Gill, T., Ranaweera C. & Kim, H.J. (2017), "Ethnic Stereotyping in Service Provision: When do Stereotypes Affect the Performance Expectations and Evaluation of Ethnic Service Providers?" in *Journal of Service Theory and Practice*, 27(3): 520-546. <https://doi.org/10.1108/JSTP-03-2016-0056>
- Gattol, V., Saaksjarvi, M., Gill, T. and Schoorman, J. (2016), "Feature fit: The role of congruence and complementarity when adding versus deleting features from products," *European Journal of Innovation Management*, Vol. 19 (4), 589 – 607. <https://doi.org/10.1108/EJIM-08-2015-0069>
- Lewis, D. and Gill, T. (2016), "Is There a Mere Categorization Effect in Investment Decisions?," *Int. Journal of Research in Marketing*, Vol. 33, 232-235. <https://doi.org/10.1016/j.ijresmar.2016.01.001>
- \*Ma, Z., Gill, T. and Jiang, Y. (2015), "Core Versus Peripheral Innovations: The Effect Of Innovation Locus On Consumer Adoption Of New Products," *Journal of Marketing Research*, <http://dx.doi.org/10.1509/jmr.13.0337> (\*first two authors equal contribution).

- Gill, T. and El Gamal, M. (2014), "Does exposure to dogs (cows) increase the preference for Puma (the color white)? Not always," *International Journal of Research in Marketing*, 31, 125-126. <https://doi.org/10.1016/j.ijresmar.2013.12.002>
- Saad, G. and Gill, T. (2014), "The Framing Effect When Evaluating Prospective Mates: An Adaptationist Perspective," *Evolution and Human Behavior*, 35, 184-192. <https://doi.org/10.1016/j.evolhumbehav.2014.01.002>
- Gill, T. (2010), "Call. Mail. Shoot. Listen. Play. But what functionalities add real value in convergent products?," *GfK Marketing International Review*, 2, 16-25. <https://doi.org/10.2478/gfkmir-2014-0059>
- Gill, T. and Saad, G. (2010), "Consumer Behavior in the Realm of Technology," in the *Handbook of Technology Management*, Hossein Bidgoli (ed.), John Wiley & Sons: NY, 277-289.
- Saad, G. and Gill, T. (2009), "Self-Ratings of Physical Attractiveness in a Competitive Context: When Males are More Sensitive to Self-Perceptions than Females," *Journal of Social Psychology*, 149(5): 585-599. <https://doi.org/10.1080/00224540903232332>
- Gill, T. and Lei, J. (2009). "Convergence in the High-Technology Consumer Markets: Not all Brands Gain Equally by Adding New Functionalities to Products," *Marketing Letters*, Vol. 20, 91-103. <https://doi.org/10.1007/s11002-008-9050-5>
- Gill, T. (2008), "Convergent Products: What Functionalities Add More Value to the Base?," *Journal of Marketing*, Vol. 72(2), 46-62. <https://doi.org/10.1509%2Fjmk.72.2.46>
- Gill, T. and Dube, L. (2007), "What is a *Leather Iron* or a *Bird Phone*? Using Conceptual Combinations to Generate and Understand New Product Concepts," *Journal of Consumer Psychology*, 17(3), 202-17. [https://doi.org/10.1016/S1057-7408\(07\)70029-3](https://doi.org/10.1016/S1057-7408(07)70029-3) <https://doi.org/10.1177%2F076737010702200405>
- Saad, G., Gill, T. and Rajan Natarajan (2005), "Are Laterborns More Innovative and Non-Conforming Consumers Than Firstborns? A Darwinian Perspective," *Journal of Business Research*, Vol. 58, 902-909. <https://doi.org/10.1016/j.jbusres.2004.01.001>
- Reichart, C. F. and Gill, T. (2004), "Effect of Cultural Distance on Customer Service Satisfaction," *Adv. in Cons. Res.*, Vol. 31, 202-207. <http://www.acrwebsite.org/volumes/8886/volumes/v31/NA-31>
- Saad, G. and Gill, T. (2003), "An Evolutionary Psychology Perspective on Gift-Giving Among Young Adults," *Psychology & Marketing*, Vol 20(9), 765-784. <https://doi.org/10.1002/mar.10096>
- Saad, G. and Gill, T. (2002), "Gender Dynamics in the Ultimatum Game: An Evolutionary Psychology Perspective," *J. of BioEcon.*, Vol.3, 171-193. <https://doi.org/10.1023/A:1020583425623>
- Saad, G. and Gill, T. (2001), "Gender Differences When Choosing Between Salary Allocation Options," *Applied Econ. Letters*, Vol. 8(8), 531-533. <https://doi.org/10.1080/13504850010005251>
- Saad, G. and Gill, T. (2001), "The Effect of a Recipient's Gender in a Modified Dictator Game," *Applied Economics Letters*, Vol. 8(7). 463-466. <https://doi.org/10.1080/13504850010005260>
- Saad, G. and Gill, T. (2000), "Applications of Evolutionary Psychology in Marketing," *Psychology & Marketing*, Vol. 17(12), 1005-1034. [https://doi.org/10.1002/1520-6793\(200012\)17:12%3C1005::AID-MAR1%3E3.0.CO;2-H](https://doi.org/10.1002/1520-6793(200012)17:12%3C1005::AID-MAR1%3E3.0.CO;2-H)

## RESEARCH WORK IN PROGRESS

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Ma, Z., P. Zhao, T. Gill and C. Ranaweera, “Social Media Sentiment Polarization and Product Adoption,” revise and resubmit to *Marketing Letters*.

Lei, J., Gill, T., and Kim, H. J., “Nudging Consumers to Choose Larger (Smaller) Sizes of Healthy (Unhealthy) Food,” under review at *Appetite*.

Ghoshal, T. and Gill, T., “The Many Faces of the Light Skin Bias: Theoretical Mechanism and Marketing Implications,” revise and resubmit to *Journal of Marketing Research*.

Protzko, J., .....Gill, T...(several others), “Moral Thinking Across the World,” revise and resubmit to *Nature Human Behavior*.

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## CONFERENCE PRESENTATIONS

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Gill, T. (2020), “Which Autonomous Vehicle (AV) Will be More Pro-Social? The One You Own or Rent.” *Association for Consumer Research (ACR) Conference*, Oct 2020.

Ghoshal, T. and Gill, T. (2020), “Skin Tone as a Human Branding Cue,” at the *Society for Consumer Psychology* conference, Huntington Beach, CA, U.S.A., Feb 2020.

Gill, T. and Wijnands, F. (2019), “You’re not Perfect, but you’re still my Favorite.” Brand Affective Congruence as a new Determinant of Self-Brand Congruence.” presented at the *Future of Brands Conference*, Columbia University, NY, U.S.A. December 2019.

\*Gill, T., Ma, Z., Zhao, P. and Chen, K. (2019), “New Forms of Play: Exploring How Accessories Add Value to a Base Hardware Platform,” presented at the 2019 *JPIM Research Forum*; \*Won the Best Conference Paper award.

Wijnands, F. and Gill, T. (2019), “You’re not Perfect, but you’re still my Favorite.” Brand Affective Congruence as a new Determinant of Self-Brand Congruence.” presented at the 2019 *CBSIG Conference*, Bern, Switzerland, July 2019.

Chen, K., Gill, T., Ma, Z., and Zhao, P. (2019), “New Forms of Play: Exploring How Accessories Add Value to a Base Hardware Platform,” presented at the *Administrative Sciences Association of Canada (ASAC)*; St. Catherines, ON, Canada, May 2019.

\*Wijnands, F. and Gill, T. (2019), “You’re not Perfect, but you’re still my Favorite.” Brand Affective Congruence as a new Determinant of Self-Brand Congruence.” presented at the 14<sup>th</sup> *Global Brand Conference*, Berlin, Germany, May 2019. \*Won the Best Paper award.

Gill, T. and Panchal, S. (2018) “When Do Consumers Use Size to Signal Status?,” paper presented at 12th *NASMEI Conference*, Great Lakes Institute of Management, Chennai, India, Dec. 2018.

Gill, T. and Panchal, S. (2018) “When Do Consumers Use Size to Signal Status?,” paper presented at 1st *Montreal Symposium on Evolutionary Consumption*, Concordia University, Montreal, Oct. 2018.

Gill, T. (2018), “Will Self-Driving Cars make us Less Moral? Yes they can.” Presented at the annual *European Association for Consumer Research (EACR)*, Ghent, Belgium, June 2018.

Panchal, S., and Gill, T. (2018) “Dominance-Prestige Model Can Predict Outcomes in Buyer-Seller Interactions That Entail Status Asymmetries”, paper presented at *SOBDR Conference*, Ryerson University, Toronto, Ontario, May 2018.

Panchal, S., and Gill, T. (2017) “Dominance-Prestige Model Can Predict Outcomes in Buyer-Seller Interactions That Entail Status Asymmetries”, paper presented at 11th *NASMEI Conference*, Great Lakes Institute of Management, Chennai, India, Dec. 2017.

Panchal, S., Gill, T., and Z. Ma (2017), “Effect of Stress on Persuasiveness of (Central vs. Peripheral) Advertising Messages”, poster presented at *Association for Consumer Research (ACR) Conference*, San Diego, California, USA, Oct. 2017.

- Panchal, S., Gill, T. and Z. Ma (2017), "Managing the negative effect of stress in emerging market consumers" at 7th IIMA (Indian Institute of Management-Ahmedabad) *Conference on Marketing in Emerging Economies*, Ahmedabad, India held on January 11-13, 2017
- Ghoshal, T. and Gill, T. (2017), "Investigating the Psychological Underpinnings of the Fair Skin Bias in the Indian Subcontinent," at 7th IIMA (*Indian Institute of Management-Ahmedabad*) *Conference on Marketing in Emerging Economies*, Ahmedabad, India held on January 11-13, 2017
- Panchal, S., Gill, T. and Z. Ma (2016), "Effect of stress on processing of advertisement messages" at 10th *NASMEI Conference*, (International Marketing Conference), Chennai, India, 23rd - 24th Dec, 2016.
- Ghoshal, T. and Gill, T. (2016), "Investigating the Psychological Underpinnings of the Fair Skin Bias in the Indian Subcontinent," at the 2016 *China India Insights Conference*, London Business School, UK, July, 2016.
- Ma, Z., Gill, T., Zhao, P. and K. Chen (2016), "Multiple Complementarities and Indirect Network Effects between Hardware, Software, and Accessories," presented at the annual *INFORMS Marketing Science Conference* in Shanghai, China, June 2016.
- Ranaweera, C. Gill, T. and H. J. Kim (2015), "Are all created equal? Ethnic stereotypes in service evaluation," at the *EQUIS Service Conference*, Shanghai, China, June 2015.
- Lewis, D., T. Gill and C. Ranaweera (2015), "Does Delegation Offer Relief from the Burden of Choosing?," at the *Annual Ivey Symposium on Consumer Behavior Camp*, London, ON, Jan. 2015.
- Saad, G. and Gill, T. (2014), "You Drive a Porsche: Women (Men) Think You Must Be a Tall (Short) Philanderer," poster at the *Association for Consumer Research (ACR)*, in Baltimore, MD, USA. Oct.
- Gill, T., C. Ranaweera, H. J. Kim, and G. Gorman (2014), "The Effect of Ethnic Stereotypes on Learning Outcomes in Educational Services," at the *Annual Association for Psychological Science*, at San Francisco, CA, U.S.A., May 2014.
- Lewis, D., T. Gill and C. Ranaweera (2014), "Does Delegation Offer Relief from the Burden of Choosing?," at the *Summer Conference on Consumer Financial Decision Making*, University of Colorado, May 18-20 in Boulder, Colorado.
- Kamali, L. and T. Gill (2014), "When is Product Sustainability an Asset versus a Liability?," at the Annual Conference of the Administrative Science Association of Canada, May, in Muskoka, ON.
- Ghoshal, T. and T. Gill (2014), "Investigating the Fair Skin Bias in India," presented at the Annual Conference of the *Society for Consumer Psychology*, at Miami, FL, U.S.A., February 2014.
- Gill, T., Ranaweera, C, Kim, H.J., Kamali, L. and El Gamal, M. (2014), "The Role of Ethnic Stereotypes in Educational Services," presented at the *Annual Ivey Symposium on Consumer Behavior* at Western University, London, ON, Canada, January 2014.
- Gill, T., Ma, Z, and Jiang, Y. (2013), "Role of Core versus Peripheral Innovations in the Adoption of New Products," at the *Association for Consumer Research (ACR)*, in Chicago, IL, USA, Oct.
- Gill, T., Ma, Z, and Jiang, Y. (2013), "Why Peripheral Innovations May have Higher Adoption Intentions than Core Innovations," at the annual *INFORMS Marketing Science Conference* in Istanbul, Turkey, July 2013.
- Lewis, David and Tripat Gill (2013), "Does Delegation Offer Relief from the Burden of Choosing? The Effect of Complexity and Delegation on Consumer Satisfaction with Choice in Mutual Funds," at the *Southern Ontario Behavioural Decision Research Conference*, May 5 in Waterloo, Ontario.
- Lewis, David and Tripat Gill (2013), "Do Consumers Choose Mutual Funds as they Choose Coffee? The Effect of Categorization and Variety on Consumer Satisfaction with Choice in Mutual Funds," at the *Annual Ivey Symposium on Consumer Behaviour*, Western University, January 25 in London, Ontario.
- Gill, T., Ma, Z, and Jiang, Y. (2012), "Core versus peripheral innovations: the effect of innovation locus on consumer adoption of new products," presented at the annual conference of the *Product Development and Management Association (PDMA)* in Orlando, FL, U.S.A., October 2012.
- Saad, G. Gill, T., et al. (2012), "Evolutionary consumption: methodological pluralism, interdisciplinarity, and consilience," research roundtable at the Annual Conference of the *Association for Consumer Research (ACR)*, in Vancouver, BC, Canada, October 2012.
- Gill, T., Lei, J. and Samu, S. (2012), "Convergent high-technology products: The role of brand quality in

- the addition versus deletion of features,” presented at the 2<sup>nd</sup> International Colloquium on *Corporate Branding, Identity, Image and Reputation (COBIIR)* in London, U.K., September 2012.
- Gattol, V., Saaksjarvi, M., Schoormans, H., and T. Gill (2011), “To Relate or Not to Relate: How Feature Relatedness Contributes to Product Value,” presented by V. Gattol at the Annual Conference of the *Association for Consumer Research (ACR)*, in New Orleans, USA, October 2011.
- Gill, T., and B. Martschinke (2011), “Marketing Strategies to Overcome the Adoption Barriers for Counter-stereotypical Products,” at the *LCBR European Marketing Conference*, Frankfurt, Germany.
- Saaksjarvi, M., Hultink, E.J., and T. Gill (2011), “Rumor has it: The role of rumors in building curiosity about new products and when it pays to be ambiguous,” presented at the 40<sup>th</sup> *European Marketing Association (EMAC)* Annual Conference in Ljubjana, Slovenia. June 2011.
- Gill, T., Soch, H. and Kaur, V. (2011), “Exploring Antecedents of Wireless Web Adoption” presented by H. Soch at the 8<sup>th</sup> AIMS International Conference on Management at Indian Institute of Management (IIM), Ahmedabad, India, January 2011.
- Gill, T., Lei, J. and Lee, W. (2010), “Counter-stereotypical Products: What are the Barriers to their Adoption?,” presented at the *Society for Consumer Psychology (SCP)* Annual Winter Conference at St-Pete Beach, Florida, U.S.A. February 2010.
- Lei, J. and Gill, T. (2009), “The Portion-Size Effect: The Impact of Increasing Portion-Size Options on Food Consumption Volume,” presented at the 38<sup>th</sup> *European Marketing Academy (EMAC)* conference at Nantes, France, May 2009.
- Gill, T. and Lei, J. (2009), “The Portion-Size Effect: The Impact of Increasing Portion-Size Options on Food Consumption Volume,” presented at the *Winter Consumer Behavior Camp* at Ivey School of Business, University of Western Ontario, ON, Canada, January 2009.
- Lei, J. and Gill, T. (2008), The Portion-Size Effect: How Increasing the Number of Portion-Size Options can Increase the Volume of Food Consumption, presented at the Annual Conference of the *Association for Consumer Research (ACR)*, in New Orleans, USA, October 2008.
- Saad, G. and Gill, T. (2008), “The Framing Effect When Evaluating Prospective Mates: An Adaptationist Perspective,” presented at the 116<sup>th</sup> *American Psychological Association (APA)*, Boston, MA, USA.
- Gill, T. and Lei, J. (2008), “Do All Brands Gain Equally by Adding New Functionalities to Products,” presented at the 30<sup>th</sup> *Annual INFORMS Marketing Science Conference*, Vancouver, BC, Canada.
- Gill, T. and Lei, J. (2007) “The Incremental Utility of Adding New Functionalities to Products: The Role of Goal Congruence and Perceived Brand Quality,” presented at the Annual Conference of the *Association for Consumer Research (ACR)*, in Memphis, TN, USA.
- Gill, T. and Lei, J. (2007) “Convergence in the High-Technology Consumer Markets: Not all Brand Gain Equally by Adding New Functionalities to Products,” presented at the Annual *Product Development and Management Association (PDMA) Research Forum*, Orlando, FL, USA.
- Gill, T. (2007), “Consumer Evaluation of Convergent High-Technology Products: The Role of Goal Congruence and Prior Ownership,” at *Annual INFORMS Marketing Science Conference*, Singapore.
- Gill, T. and Saad, G. (2006), “Sex Differences in Framing Effects: An Evolutionary Psychology Perspective,” presented at the Meeting of the *Behavioral Decision Research in Management (BDRM)*, Santa Monica, CA, U.S.A.
- Gill, T. (2006), “Consumer Evaluation of Convergent High-Technology Products,” presented at the Annual Conference of the *Administrative Science Association of Canada (ASAC)*, Banff, Canada.
- Gill, T. and Saad, G. (2005), “Are Framing Effects Context-Specific or Context-General? An Evolutionary Psychology Perspective,” presented at the Annual Meeting of the *Society for Judgement and Decision Making (SJDM)*, Toronto, ON, Canada.
- Gill, T., Soch, H. and Kaur, V. (2010), “Critical Success Factors and Driving Forces of Wireless Web Adoption” presented by H. Soch at the National Seminar on *Bricks to Clicks: Emerging Trends in Business* at Chandigarh Business School (CBS), Mohali, India, September 2010.
- Gill, T., Lei, J. and Lee, W. (2010), “Barriers to the adoption of counter-stereotypical products,” at 39<sup>th</sup> *European Marketing Association (EMAC)* Conference, in Copenhagen, Denmark. June 2010.

- Gill, T., Lei, J. and Samu, S. (2010), "Convergent high-technology products: The role of brand quality and feature value in the addition versus deletion of features," presented at the 32<sup>nd</sup> *INFORMS Marketing Science* Conference in Cologne, Germany, June 2010.
- Becker, M., Gill, T. and Lei, J. (2010), "Responding to feature innovations: Strategies for established versus new follower brands," at the 32<sup>nd</sup> *INFORMS Marketing Science* Conference in Cologne, Germany, June 2010.
- Saad, G. and Gill, T. (2010), "The framing effect viewed via an evolutionary lens," presented at the *Human Behavior and Evolution Society (HBES)* conference, Eugene, OR, U.S.A., June 2010.
- Saad, G. and Gill, T. (2005), "Sex-Specific Triggers of Envy: An Evolutionary Psychology Perspective," presented at the Annual Meeting of the *Human Behavior and Evolution Society (HBES)*, San Antonio, TX, U.S.A.
- Reichart, F. and Gill, T. (2003), "Effect of Cultural Distance on Customer Service Satisfaction," presented at the Annual Conference of the *Association for Consumer Research (ACR)*, in Toronto, ON, Canada.
- Saad, G., Gill, T. and Rajan Natarajan (2002), "Effect of Birth Order on Consumer Behavior," presented at the Annual Meeting of the *Human Behavior and Evolution Society (HBES)*, Rutgers University, New Brunswick, NJ, USA.
- Gill, T. and Dube, L. (2002), "Moving Beyond Feature Dissimilarity in New Product Perception," presented at the *Mid-West Marketing Camp*, University of Illinois at Urbana Champagne, IL, USA.
- Gill, T. and Dube, L. (2000), "Composite Products as Conceptual Combinations: Combinatorial Processes and Brand-Evaluative Effects," presented at *Association for Consumer Research*, Salt Lake City, UT, USA.
- Saad, G. and Gill, T. (2001), "Applications of Evolutionary Psychology in Consumer Behavior," presented at the Annual Meeting of the *Human Behavior and Evolution Society (HBES)*, University College, London, England.
- Saad, G. and Gill, T. (2001), "Gender Dynamics in the Ultimatum Game: An Evolutionary Psychology Perspective," presented at *The 2001 Annual Meeting of the European Public Choice Society*, Paris, France.
- Saad, G. and Gill, T. (1999), "Applications of Evolutionary Psychology in Decision Making," at 107<sup>th</sup> Annual *American Psychological Association* Convention (Div. 23 - SCP), Boston, MA.
- Saad, G. and Gill, T., (1999), "Gender Differences in Resource Allocation Problems," presented at the *Social Dilemmas* Conference, Jerusalem, Israel.
- Gill, T. and Dube, L. (1999), "Effect of Brand-Specific Associations on the Categorization and Evaluation of Composite Products," at *Association for Consumer Research*, Columbus, OH.
- Gill, T. and Dube, L. (1997), "Differential Roles of Brand-Name Associations in New Product Evaluations," at *Association for Consumer Research*, Denver, CO.
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## **INVITED TALKS**

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- Oct. 2018 *Concordia University*, Montreal, QC, Canada.
- June 2018 *Maastricht University*, Maastricht, The Netherlands.
- Nov. 2015 *University of Guelph*, Guelph, ON, Canada.
- June 2015 *Vlerick Business School*, Ghent, Belgium.
- June 2015 *Delft University of Technology*, Delft, The Netherlands.
- April 2015 *University of Melbourne*, Melbourne, Australia.

Feb. 2015 *Indian School of Business, Hyderabad, Andhra Pradesh, India.*  
Aug. 2013 *Punjab University of Technology (PUT), Kapurthala, PB, India*  
Jan. 2013 *University of Guelph, Guelph, ON, Canada.*  
July 2010 *Wilfrid Laurier University, Kitchner, ON, Canada.*  
Feb. 2010 *University of Guelph, Guelph, ON, Canada.*  
Jan. 2010 *Ryerson University, Toronto, ON, Canada.*  
Sept. 2008 *Wilfrid Laurier University, Waterloo, ON, Canada.*  
Mar. 2008 *Indian School of Business, Hyderabad, Andhra Pradesh, India.*  
Dec. 2005 *Carleton University, Ottawa, ON, Canada.*  
Apr. 2004 *Ontario Tech University, ON, Canada.*  
June 2003 *University of Ottawa, Ottawa, ON, Canada.*  
Apr. 2003 *University of Manitoba, Winnipeg, MB, Canada.*  
Oct. 2000 *York University, Toronto, ON, Canada.*  
Oct. 2000 *Wilfrid Laurier University, Kitchner, ON, Canada.*  
Oct. 2000 *Queen's University, Kingston, ON, Canada.*  
Oct. 2000 *McMaster University, Hamilton, ON, Canada.*  
Oct. 2000 *Case Western Reserve University, Cleveland, OH, US*  
Sep. 2000 *Concordia University, Montreal, QC, Canada.*

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## **PROFESSIONAL / ACADEMIC SERVICE**

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### ***Journal Referee***

Reviewer for *Ethics & Information Technology* (2021 - present)  
Reviewer for *Science & Engineering Ethics* (2021 - present)  
Reviewer for *Personality & Individual Differences* (2020 - present)  
Reviewer for *European Journal of Marketing* (2019 - present)  
Reviewer for *Journal of Business Research* (2019 - present)  
Reviewer for *Journal of Consumer Research* (2018 - present)  
Reviewer for *Journal of Marketing Research* (2015 – present)  
Reviewer for *Journal of Marketing* (2008 – present)  
Reviewer for *Journal of Consumer Psychology* (2009 – present)  
Reviewer for *Acta Psychologica* (2014 – present)  
Reviewer for *International Journal of Research in Marketing* (2013 – present)  
Reviewer for *Technovation* (2013 – present)  
Reviewer for *Evolutionary Psychology* (2013 – present)  
Reviewer for *Electronic Commerce: Research and Applications* (2009 – present)

### ***External Grant Referee***

Reviewer for the Insight Grant application to the *Social Science and Humanities Research Council of Canada (SSHRC)* (January 2019)  
Reviewer for the nomination to the *Canada Research Chair – Tier 2 (SSHRC)* (February 2014)  
Reviewer for the Insight Grant application to the *Social Science and Humanities Research Council of Canada (SSHRC)* (January 2014)

### ***External Examiner for PHD Thesis***

Sean Hingston (Schulich School of Business, York University, Toronto, ON), June 2018.  
Theodore Noseworthy (Ivey School of Business, Western University, London, ON), Mar. 2012.

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## STUDENT SUPERVISION

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(\* Indicates full thesis supervision / co-supervision; + indicates individual research project supervision)

### *Post-Doctoral*

- \***Glen Gorman** (PhD., *Wilfrid Laurier University*), supervisor for projects on “Consumer Behavior and Marketing.” (March 2014 – December 2014).
- \***Wonkyong Lee** (PhD., *University of Waterloo*), supervisor for the project “Consumer Barriers to the Adoption of Counter-Stereotypical Products.” (Aug. 2009 – July 2010).

### *Doctoral*

- \***Shirish Panchal**, (Ph.D.), *Wilfrid Laurier University*, supervisor for thesis on “Dominance and Prestige in Brand Status Perceptions,” (September 2016 - present)
- \***David Lewis**, (Ph.D.), *Wilfrid Laurier University*, supervisor for thesis on “Consumer Financial Decision Making,” (September 2011 – Aug. 2017)
- \***Gattol, Valentin**, (Ph.D.), *Delft University of Technology* (Delft, The Netherlands), co-supervisor for thesis on “The Role of relatedness on feature addition / deletion in High-Technology Products,” (June 2010 – Dec. 2013)
- \***Jun Wang**, PhD student (PhD), *Delft University of Technology* (Delft, The Netherlands), co-supervisor for thesis on “The Role of Rumors and Pre-Announcements in High-Technology Innovations” (Oct 2009 – Dec. 2010).
- +**Sakshi Korde** (Ph.D), *Wilfrid Laurier University*, project supervisor for “Consumer Aversion vs. Compliance to AI recommendations,” (January 2020 - present)
- +**Ali Ammar** (Ph.D), *Wilfrid Laurier University*, project supervisor for “Role of Emotions in the Adoption of LRT in Waterloo,” (May – Sept 2019)
- +**Mohammad Simjour** (Ph.D), *Wilfrid Laurier University*, project supervisor for “Role of Anthropomorphism in AI Aversion,” (May – Sept 2019)
- +**Ken Chen** (Ph.D), *Wilfrid Laurier University*, project supervisor for “Role of Accessories in the Sales of Platform Products,” (May – Sept 2017)
- +**Claudia Iglesias** (Ph.D), *Wilfrid Laurier University*, project supervisor for “Brand self-awareness and Brand Attachment,” (May – Sept 2016)
- +**Monica ElGamal** (Ph.D), *Wilfrid Laurier University*, project supervisor for “Effect of Priming on Brand Preferences,” (May – Sept 2014)
- +**Leila Kamali** (Ph.D), *Wilfrid Laurier University*, project supervisor for “Effect of Utilitarian versus Hedonic benefits in Green Products,” (May – Sept 2013)
- +**Hamed Mehrabi** (Ph.D), *Wilfrid Laurier University*, project supervisor for “Effect of Website Background Color on Risk-Taking,” (May – Sept 2012)

### *Master’s*

- \***Floortje Wijnands** (MSc.), *University of Maastricht*, The Netherlands, supervisor for thesis “The Effects of Actual versus Ideal Self Brand Congruence.” (Aug. 2018 – Aug. 2019).
  - \***Jessica McElhone**, EMTM (MSc.) program, (*Wilfrid Laurier University*), supervised Master’s research project (MRP), “Finding insight for co-creation in a brand fan blog: a crackberry.com case study,” (Jan. 2012 – Aug. 2012).
  - \***Belinda Martschinke** (MSc.), *University of Maastricht*, The Netherlands, supervisor for thesis “Marketing Strategies to Overcome barriers to the adoption of Counter-stereotypical Products.” (Jan. 2011 – Dec. 2011).
  - \***Salma Aziz**, (MSc.), Department of Marketing and Consumer Studies, *University of Guelph*, Guelph, ON, Canada, co-supervisor for the thesis “Investigating the Single Category Belief Problem in a Hybrid Product,” (Nov. 2010 – Aug. 2011)
  - \***Maren Becker** (MSc.), *University of Maastricht*, The Netherlands, supervisor for the Thesis “Role of Brand Incumbency Status on the Perception of Convergent High-tech Products.” (Jan. 2009 – Aug. 2010).
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## TEACHING EXPERIENCE

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### *Teaching Award Nomination*

Nominated for Teaching Award at *Ontario Tech University*, Oshawa, ON, Canada in 2005

### *Doctoral courses (PhD in Management / Marketing)*

#### **Seminar in Brand & Product Research**

Fall 2013, 2014; Winter 2017, 2019; 2021 at *Wilfrid Laurier University*, Waterloo (ON), Canada.

#### **Seminar in Consumer Behavior**

Winter 2012, 2013, 2016, 2018, 2020 at *Wilfrid Laurier University*, Waterloo (ON), Canada.

### *Graduate courses (Full-time & Part-time MBA)*

#### **Consumer Behavior**

Fall 2001; Spring 2002, 2003, 2004, at *Case Western Reserve University*, Cleveland (OH), USA

#### **Marketing Communications**

Fall 2002, 2003 at *Case Western Reserve University*, Cleveland (OH), USA

### *Under-graduate courses (Full-time BCom. / BIT)*

#### **High-Technology Marketing**

Fall 2011; Win. 2014, 2017, 2018, 2019, 2020, 2021 at *Wilfrid Laurier University*, Waterloo, ON.

Winter 2009, Fall 2009, Fall 2010 at *Ontario Tech University*, Oshawa (ON)

#### **Marketing Strategy**

Fall 2007, 2008, 2009, 2010; Winter 2010, at *Ontario Tech University*, Oshawa (ON) in

#### **Advertising Management**

Fall 2010 at *Ontario Tech University*, Oshawa (ON), Canada.

#### **Marketing Communications**

Fall 2007 at *Ontario Tech University*, Oshawa (ON), Canada.

#### **Marketing in the IT Sector**

Fall 2006 at *Carleton University*, Ottawa (ON), Canada.

#### **Advanced Marketing**

Winter 2005 at *Ontario Tech University*, Oshawa (ON), Canada.

#### **Introduction to Marketing**

Fall 2004; Fall 2005 at *Ontario Tech University*, Oshawa (ON), Canada.

Fall 2003; Spring 2004 at *Case Western Reserve University*, Cleveland (OH), U.S.A.

Spring 1997; Summer 1998 at *McGill University*, Montreal (QC), Canada.

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## CONSULTING

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**Oshawa City Re-Branding project** for the city of Oshawa, ON, Sep.– Dec., 2005.

Participated as an external advisor to the City council of Oshawa, which had hired Quorum Communications, Toronto, to develop a campaign to re-brand the city of Oshawa.

**Brand Health Project**, for Ipsos-ASI Inc., Montreal, QC, Canada, Mar.-June, 1999.

A Brand-Health Index was developed for consumer brands using PLS modeling. The index measured the health for each of the brands based on both attitudinal and behavioral variables.

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## INDUSTRY WORK EXPERIENCE

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**Advertising Executive**, Philips India Limited, India, Aug' 1994 – Aug' 1995.

**Management Trainee**, Escorts Limited, India, July' 1993 – July' 1994.

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