

# TRIPAT GILL

(August 2022)

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## ACADEMIC APPOINTMENTS

- July 2011 – Present Associate Professor of Marketing and Laurier Research Chair in Consumer Insights & Innovation, Lazaridis School of Business and Economics, **Wilfrid Laurier University**, Waterloo, ON, Canada
- July 2004 – June 2011\* Assistant Professor of Marketing, Faculty of Business & IT, **Ontario Tech University**, Oshawa, ON, Canada
- \*July 2006 – Dec 2006 Assistant Professor of Marketing, Faculty of Business & IT, **Carleton University**, Ottawa, ON, Canada
- July 2001 – June 2004 Assistant Professor of Marketing, Weatherhead School of Management, **Case Western Reserve University**, Cleveland, OH, U.S.A.
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## EDUCATION

- Ph.D.** in Management **McGill University**, Montreal, QC, Canada, November, 2002.
- PGDM (MBA)** **Indian Institute of Management**, Bangalore, India, May, 1993.
- B.Tech.** in Electronics **Indian Institute of Technology**, BHU, Varanasi, India, July, 1991.
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## RESEARCH INTERESTS

- 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

- 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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- Bago, B., Kovacs, M., Protzko, J. Gill, T. *et al.* (2022), "Situational factors shape moral judgements in the trolley dilemma in Eastern, Southern and Western countries in a culturally diverse sample," *Nature Human Behavior*, Vol. 6, 880-895. <https://doi.org/10.1038/s41562-022-01319-5>
- Gill, T., J. Lei, H. J. Kim (2022), "Adding more portion-size options to a menu: A means to nudge consumers to choose larger portions of healthy food items," *Appetite*, Vol. 169, 2022, 105830, <https://doi.org/10.1016/j.appet.2021.105830>.
- 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>.
- Wang, K., Goldenberg, A., ... Gill, T. *et al.* (2021) A multi-country test of brief reappraisal interventions on emotions during the COVID-19 pandemic. *Nature Human Behavior* 5, 1089–1110 (2021). <https://doi.org/10.1038/s41562-021-01173-x>
- 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?," *Nat. Hum. Beh.*, 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)

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## RESEARCH WORK IN PROGRESS

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Gill, T., S. Chen and S. Korde, "Consumers Denounce AI for Adverse Outcomes."

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

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*.

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## CONFERENCE PRESENTATIONS

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Gill, T., Chen, S. and Korde, S. (2021), "Consumer Blame AI more than Humans when it falters, but less so when it discriminates," *Association for Consumer Research (ACR) Conference*, Oct 2021.

Gill, T., S. Chen and S. Korde (2021), "Consumer Blame AI more than Humans when it falters, but less so when it discriminates," *Technology, Media and Society, APA Conference*, August 2021.

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.
- Reichert, 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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- June 2021 *Centre for Humans and Machines, Max Planck Institute, Berlin, Germany*
- 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 *Social Robotics* (2021 - present)  
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)* Exploration Grant (December 2021)  
Reviewer for the Insight Grant application to *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 *SSHRC* (January 2014)

### ***Tenure Application Review***

Nelson Amaral (Ontario Tech University, Oshawa, ON, Canada), October 2021.

### ***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.



## STUDENT SUPERVISION

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(\* Indicates 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*

- \***Sakshi Korde**, (Ph.D.), *Wilfrid Laurier University*, supervisor for thesis on “Consumer-AI Interactions.” (July 2021 – 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), *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 – Aug 2020)
- +**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*

- \***Shirish Panchal**, (Ph.D.), *Wilfrid Laurier University*, supervisor for thesis on “Dominance and Prestige in Brand Status Perceptions,” (September 2016 – July 2021)
- \***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).

## 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)*

#### **Marketing & Technology**

Spring 2022 at *Wilfrid Laurier University*, Waterloo, ON, Canada.

#### **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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