

TRIPAT GILL

(August 2026)

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ACADEMIC APPOINTMENTS

- July 2011 – Present Lazaridis School of Business and Economics, Wilfrid Laurier University, Canada
(2026-) *Professor (Marketing) & Laurier Research Chair in Cons. Insight & Innov.*
(2021-26) *Associate Professor & Laurier Research Chair in Cons. Insight & Innov.*
(2011-21) *Associate Professor & Canada Research Chair in Mkt. Insight & Innov.*
(2011-) *Founder & Director, Consumer Research Lab*
- July 2004 – June 2011 Faculty of Business & IT, Ontario Tech University, Canada
Assistant Professor of Marketing
- July 2001 – June 2004 Weatherhead School of Mgt., Case Western Reserve University, U.S.A.
Assistant Professor of Marketing

VISITING PROFESSOR & RESEARCH SCHOLAR

- Feb 2023 – April 2023 Indian Institute of Management, Udaipur, India.
- May 2015 – Aug 2015 Dept of Design, Organization & Strategy, Delft University, The Netherlands
- Feb 2015 – April 2015 Faculty of Business & Economics, University of Melbourne, Australia

EDUCATION

- Ph.D. in Management McGill University, Montreal, QC, Canada.
- PGDM (MBA) Indian Institute of Management, Bangalore, India.
- B.Tech. in Electronics Indian Institute of Technology, BHU, Varanasi, India.

RESEARCH THEMES

- Ethics of AI & Autonomous Vehicles
- Stereotyping Effects in Products, Brands & Services
- Adoption of Technology & Innovations
- Replications in Marketing & Psychology
- Applications of Evolutionary Psychology in Marketing

HONORS, AWARDS & GRANTS

- Insight Grant from Social Sciences & Humanities Research Council of Canada (SSHRC), 2023-27
As principal applicant (PI), for the project “When Managers Collaborate with AI.”
- Canada Research Chair (Tier 2) in Market Insight and Innovation, 2011-21 (\$1 million) (SSHRC)
As PI for the project “Consumer adoption of high-tech products & innovations”
- Insight Grant from SSHRC, 2017-21
As 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) Infrastructure 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 (“Innovation Locus on New Product Adoption”)
- Marketing Science Institute (MSI) Grant, Boston, MA, U.S.A. 2011-12
As co-applicant, for the project entitled, “Core versus peripheral innovations in New Products”
- Strategic Grant from SSHRC, 2008-11
As the PI for the project entitled, “The Role of Brand in Evaluation of Convergent Tech Products.”
- Standard Grant from SSHRC, 2008-11
As co-applicant for the project entitled, “Counter-Stereotypical New Products”
- Standard Grant from SSHRC, 2005-2008
As PI for, “Convergent Products: Issues of Categorization and Adoption.”

CURRENT RESEARCH (work in progress & under review)

Gill, T., Ranaweera, C., Mahmood, A. and Anwar, A., “When Humans Collaborate with AI Who is Accountable for Harm?” 2nd round (revise & resubmit) at *Journal of Services Research*.

Gill, T., Chen, S. and Korde, S. “Don’t Blame the Machine! Consumers Hold Firms Responsible for Adverse outcomes from AI,” being prepared for submission to *Journal of Consumer Research*.

Gill, T. and Hoxha, K., “Chat-GPT can Enhance Marketing Creativity. But Human Ego can Hinder these gains” being prepared for submission *Journal of International Advertising*.

PUBLICATIONS (peer-reviewed) [^ΦFT 50]

^ΦGhoshal, T., & Gill, T. (2026). The “Dark Is Hardworking” Association: How Skin Tone Affects Perceptions of Service Providers in India *Journal of Marketing Research*, 63 (4), 664-685.

<https://journals.sagepub.com/doi/abs/10.1177/00222437251409096>

Zhao, P., Ma, Z., Gill, T., & Ranaweera, C. (2023). Social media sentiment polarization and product adoption. *Marketing Letters*. <https://doi.org/10.1007/s11002-023-09664-9>

Dorison, C. A., Lerner, J. S., Heller, B. H., ... Gill, T., ... et al. (2022). In COVID-19 health messaging, loss framing increases anxiety with little-to-no concomitant benefits: Experimental evidence from 84 countries. *Affective Science*, 3, 577–602. <https://doi.org/10.1007/s42761-022-00128-3>

Psychological Science Accelerator Self-Determination Theory Collaboration. (2022). A global experiment on motivating social distancing during the COVID-19 pandemic. *Proceedings of the National Academy of Sciences of the USA*, 119(22). <https://doi.org/10.1073/pnas.2111091119>

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*, 6, 880–895. <https://doi.org/10.1038/s41562-022-01319-5>

Gill, T., Lei, J., & Kim, H. J. (2022). Adding more portion-size options to a menu: A means to nudge consumers to choose larger portions of healthy food items. *Appetite*, 169, 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>

Gill, T., Ma, Z., Zhao, P., & Chen, Y. (2021). How accessories add value to a platform: The role of innovativeness and non-alignability. *European Journal of Marketing*, 55(4). <https://doi.org/10.1108/EJM-07-2019-0627>

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. <https://doi.org/10.1038/s41562-021-01173-x>

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>

^ΦGill, T. (2020). Blame it on the self-driving car: How autonomous vehicles can alter consumer morality. *Journal of Consumer Research*, 47(2), 272–291. <https://doi.org/10.1093/jcr/ucaa018>

- Wijnands, F., & Gill, T. (2020). “You’re not perfect, but you’re still my favorite”: Brand affective congruence as a determinant of self-brand congruence. *Journal of Marketing Management*, 36(11–12), 1076–1103. <https://www.tandfonline.com/doi/full/10.1080/0267257X.2020.1767679>
- Panchal, S., & 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>
- Gill, T., & Lei, J. (2018). Counter-stereotypical products: Barriers to adoption and strategies to overcome them. *Psychology & Marketing*, 35, 493–510. <https://doi.org/10.1002/mar.21101>
- Moshontz, H., ... Gill, T., ... et al. (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/10.1177/2515245918797607>
- Klein, R. A., ... Gill, T., ... et al. & Nosek, B. (2018). Many Labs 2: Investigating variation in replicability across samples and settings. *Advances in Methods and Practices in Psychological Science*, 1(4), 443–490. <https://doi.org/10.1177/2515245918810225>
- Sääksjärvi, M., Gill, T., & Hultink, E. J. (2017). How rumors and preannouncements foster curiosity toward products. *European Journal of Innovation Management*, 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? *Journal of Service Theory and Practice*, 27(3), 520–546. <https://doi.org/10.1108/JSTP-03-2016-0056>
- Gattol, V., Sääksjärvi, M., Gill, T., & Schoorman, J. (2016). Feature fit: The role of congruence and complementarity when adding versus deleting features from products. *European Journal of Innovation Management*, 19(4), 589–607. <https://doi.org/10.1108/EJIM-08-2015-0069>
- Lewis, D., & Gill, T. (2016). Is there a mere categorization effect in investment decisions? *International Journal of Research in Marketing*, 33, 232–235. <https://doi.org/10.1016/j.ijresmar.2016.01.001>
- Φ*Ma, Z., Gill, T., & Jiang, Y. (2015) (*equal contribution of first two authors). Core versus peripheral innovations: Effect of innovation locus on consumer adoption of new products. *Journal of Marketing Research*, 52(3), 309–324. <http://dx.doi.org/10.1509/jmr.13.0337>
- Gill, T., & 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., & 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., & Saad, G. (2010). Consumer behavior in the realm of technology. In H. Bidgoli (Ed.), *Handbook of Technology Management* (pp. 277–289). John Wiley & Sons.

Gill, T., & Lei, J. (2009). Convergence in high-technology consumer markets: Not all brands gain equally by adding new functionalities to products. *Marketing Letters*, 20, 91–103.
<https://doi.org/10.1007/s11002-008-9050-5>

Saad, G., & 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>

ΦGill, T. (2008). Convergent products: What functionalities add more value to the base? *Journal of Marketing*, 72(2), 46–62. <https://doi.org/10.1509/jmkg.72.2.46>

ΦGill, T., & Dubé, L. (2007). What is a leather iron or bird phone? Using conceptual combinations to generate and understand new product concepts. *Journal of Consumer Psychology*, 17(3), 202–217.
[https://doi.org/10.1016/S1057-7408\(07\)70029-3](https://doi.org/10.1016/S1057-7408(07)70029-3)

Gill, T., & Dubé, L. (2007). Qu'est-ce qu'un fer à repasser le cuir ou un téléphone oiseau? L'usage de combinaisons conceptuelles pour générer et comprendre les concepts de nouveaux produits. *Recherche et Applications en Marketing*, 22(4), 81–103. <https://doi.org/10.1177/076737010702200405>

Saad, G., Gill, T., & Natarajan, R. (2005). Are laterborns more innovative and non-conforming consumers than firstborns? A Darwinian perspective. *Journal of Business Research*, 58, 902–909.
<https://doi.org/10.1016/j.jbusres.2004.01.001>

Reichart, C. F., & Gill, T. (2004). Effect of cultural distance on customer service satisfaction. *Advances in Consumer Research*, 31, 202–207. <http://www.acrwebsite.org/volumes/8886/volumes/v31/NA-31>

Saad, G., & Gill, T. (2003). An evolutionary psychology perspective on gift-giving among young adults. *Psychology & Marketing*, 20(9), 765–784. <https://doi.org/10.1002/mar.10096>

Saad, G., & Gill, T. (2002). Gender dynamics in the ultimatum game: An evolutionary psychology perspective. *Journal of Bioeconomics*, 3, 171–193. <https://doi.org/10.1023/A:1020583425623>

Saad, G., & Gill, T. (2001). Gender differences when choosing between salary allocation options. *Applied Economics Letters*, 8(8), 531–533. <https://doi.org/10.1080/13504850010005251>

Saad, G., & Gill, T. (2001). The effect of a recipient's gender in a modified dictator game. *Applied Economics Letters*, 8(7), 463–466. <https://doi.org/10.1080/13504850010005260>

Saad, G., & Gill, T. (2000). Applications of evolutionary psychology in marketing. *Psychology & Marketing*, 17(12), 1005–1034. [https://doi.org/10.1002/1520-6793\(200012\)17:12<1005::AID-MAR1>3.0.CO;2-H](https://doi.org/10.1002/1520-6793(200012)17:12<1005::AID-MAR1>3.0.CO;2-H)

CONFERENCE PRESENTATIONS

- Kaliji, Khashayar and T. Gill (2026), "Certainty and speed effects of AI investment advice" at the Annual Conference of the *Administrative Science Association of Canada*, May, in Calgary, AB.
- Ghoshal, T. and Gill, T. (2025), "Skin Tone as a Human Branding Cue in India," at the *Association for Consumer Research* conference, Huntington Beach, CA, U.S.A., Oct 2025.
- Gill, T. (2024), "Chat-GPT can Enhance Marketing Creativity. But Human Ego can Hinder these gains" at *1st Marketing & Technology Conference*, Columbia University, NY, USA, Dec 2024
- Gill, T., Ranaweera, C., Mahmood, A., Anwar, A. (2024), "When Humans Collaborate with AI who is Accountable," *Academy of Marketing Science Conference (AMS)*, U.S.A., Nov. 2024.
- Gill, T. and Pant, T. (2024) "How good is Chat-GPT4 vs. MBA students in generating advertising slogans," at *Annual AI in Management Conference*, Los Angeles, California, USA, Mar 2024.
- Gill, T., Ranaweera, C., Mahmood, A., Anwar, A. (2024), "Accountability in AI-Human team collaborations," *Winter American Marketing Association Conference (AMA)*, U.S.A., Feb 2024.
- Gill, T. and Pant, T. (2023) "Generative AI vs. Business Students: A study of advertising slogan creativity," at *17th NASMEI Conference*, Great Lakes Institute of Management, Chennai, India, Dec.
- Gill, T., Ranaweera, C., Mahmood, A., Anwar, A. (2023), "Accountability in AI-Human team collaborations," *European Marketing Academy Conference (EMAC)*, Odense, Denmark, May 2023.
- Gill, T. (2023), "AI is Blamed more than Humans when it falters, but less so when it discriminates," *Marketing Trends Conference*, Paris, France, Jan 2023.
- Gill, T. (2022), "How important are ethical dilemmas to potential adopters of autonomous vehicles?," *Product Development and Management Association (PDMA)* in Orlando, FL, U.S.A., Oct 2022.
- 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 14th *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," annual *INFORMS Marketing Science* in Shanghai, China.
- 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*, 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 2nd 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 40th *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 8th 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 38th *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 116th *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 30th *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 *Behavioral Decision Research in Management (BDRM)*, 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," at *Soc. for Judgement & Decision Making*, Toronto, ON.
- 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 39th *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 32nd *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 32nd *INFORMS Marketing Science* 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 Conf of the *Assoc. for Consumer Research (ACR)*, in Toronto, ON, Canada.
- Saad, G., Gill, T. and Rajan Nataraajan (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 107th *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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|------------|---|
| Dec. 2025 | <i>Indian Institute of Management (IIM)</i> , Ahmedabad, Gujarat, India |
| Feb. 2024 | <i>School of Management, University at Buffalo (SUNY)</i> , Buffalo, NY, U.S.A. |
| Feb. 2023 | <i>Indian Institute of Management (IIM)</i> , Udaipur, Rajasthan, India |
| Dec. 2022 | <i>NEOMA Business School</i> , Paris, France |
| June 2021 | <i>Centre for Humans and Machines</i> , Max Planck Institute, Berlin, Germany |
| Oct. 2018 | <i>Concordia University</i> , Montreal, QC, Canada. |
| June 2018 | <i>Maastricht University</i> , Maastricht, The Netherlands. |
| Nov. 2015 | <i>University of Guelph</i> , Guelph, ON, Canada. |
| June 2015 | <i>Vlerick Business School</i> , Ghent, Belgium. |
| June 2015 | <i>Delft University of Technology</i> , Delft, The Netherlands. |
| April 2015 | <i>University of Melbourne</i> , Melbourne, Australia. |

INVITED TALKS

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.*

UNIVERSITY SERVICE (selected)

Director & Founder Consumer Research Lab (2013-present: Wilfrid Laurier University, ON, Canada)
Planning, infrastructure, equipment and running of Consumer Research Lab for behavioral research.
Founding member of PhD Program in Marketing (2011: Wilfrid Laurier University)
Founding member of PhD Program in Marketing planning, course structure, and governance.
Coordinator PhD Program in Marketing (2013-2018: Wilfrid Laurier University)
Responsible for PhD admissions, course planning, student progress and governance.
Chair (External), University-level PhD Thesis Defense (2020-present: Wilfrid Laurier University)
Responsible for Chairing and Governing the PhD Thesis Defense.
Member, Lazaridis School Tenure & Promotions Committee (2021-2025: Wilfrid Laurier University)
Member, Graduate Programs Curriculum Committee (2020-present: Wilfrid Laurier University)
Member, Graduate Programs Admission Committee (2015-2020: Wilfrid Laurier University)

ACADEMIC SERVICE

Reviewer for Academic Journals

Journal of Consumer Research, Journal of Marketing Research, Journal of Marketing, J of Consumer Psychology, J of Assoc. of Consumer Research, Psychological Science, Computers in Human Behavior, Cognition; Royal Society; J of Exp. Social Psychology, Social Robotics, Nature Commun., Personality & Ind. Diff, European J of Mkg, J of Bus. Research, Int. J of Res in Mktg, Technovation

External Grant Referee

Reviewer for the Insight Grant application to the SSHRC Exploration Grant (December 2021)
Reviewer for the Insight Grant application to SSHRC (January 2014, 2019, 2025)
Reviewer for the nomination to the *Canada Research Chair – Tier 2 (SSHRC)* (February 2014)

Full Professor Application Review

Narongsak (Tek) Thongpapanl (Brock University, St. Catherines, ON, Canada), Sept 2014.

Tenure Application Review

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

External Examiner for PHD Thesis

Fares Belkhiria (McGill University, Canada), April 2026.
Tim Stroh (RMIT University, Australia), Dec. 2023.
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

(* 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

*Khashayar Kaliji, (Ph.D.), *Wilfrid Laurier University*, supervising for research on “Consumer Perception of AV (Autonomous Vehicles) Ethics.” (Jan 2025 – present)

+Tejaswi Pant, (Ph.D.), *Indian Institute of Management (IIM)*, Udaipur, Rajasthan, India on “How Creative is AI (Chat-GPT) compared to MBA Students.” (Feb 2023 – July, 2024)

*David Lewis, (Ph.D.), *Wilfrid Laurier University*, supervisor for thesis on “Consumer Financial Decision Making,” (September 2011 – Aug. 2017)

+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)

*Gattol, Valentin, (Ph.D.), *Delft University of Technology* (Delft, The Netherlands), co-supervisor for thesis “Feature addition vs. deletion in Tech Products,” (June 2010–Dec. 2013)

+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)

*Jun Wang, (PhD), *Delft University of Technology* (Delft, The Netherlands), co-supervisor for thesis on “The Role of Rumors in High-Technology Innovations” (Oct 2009 – Dec. 2010).

*Fritz Riechart, (EDM), *Case Western Reserve University* (Cleveland, OH, USA), co-supervisor for thesis on “The Effect of Cultural Distance on Service Evaluations,” (2003–04).

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 in Convergent High-tech Products.” (Jan. 2009–Aug. 2010).

TEACHING EXPERIENCE

Teaching Award Nomination

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

Doctoral courses (PhD in Management / Marketing)

Seminar in Product Innovation & Brand Management

Fall 2013, 2014; Winter 2017, 2019; 2021, 2025 at Wilfrid Laurier University, Waterloo (ON).

Seminar in Consumer Behavior

Winter 2012, 2013, 2016, 2018, 2020, 2024, 2026 at Wilfrid Laurier University, Canada.

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

Marketing & Technology

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

Consumer Behavior

Winter 2024 at WLU; Fall 2001; Spring 2002, 2003, 2004, at Case Western Reserve Univ., 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 2023, 2022, 2011; Win. 2014, 2017-18-19-20-21-22-24, Spr 2025, 2026 at WLU.

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).

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.

Introduction to Marketing

Fall 2004; Fall, Winter 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.

INTELLECTUAL PROPERTY (copyrights & trademarks)

SIMULATION: Crossing the Chasm: Technology Marketing Simulation (*Harvard Business School Publishing*), (<https://hbsp.harvard.edu/product/8695-HTM-ENG>)

TEXTBOOK - High-Tech Marketing: Strategies for Disruptive Technologies, Platforms & Startups

SOFTWARE: Brand-i-Meter (*A visualization tool for measuring brand identity and brand personality*)

CONSULTING

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.

INDUSTRY WORK EXPERIENCE

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

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

REFERENCES

Dr. Pankaj Aggarwal
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Dr. Laurette Dubé
Professor, Marketing; James McGill Chair of
Consumer and Lifestyle Psychology and Marketing;
Desautels Faculty of Management,
McGill University,
1001 Sherbrooke St. West,
Montreal, QC, Canada, H3A 1G5.
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Dr. Gad Saad
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Concordia Research Chair in Evolutionary
Beh. Sciences & Darwinian Consumption
John Molson School of Business,
Concordia University,
1455 de Maisonneuve Blvd. W.,
Montreal, QC Canada, H3G 1M8.
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Goodman School of Business,
Brock University,
Niagara Region,
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St. Catharines, ON, Canada, L2S 3A1
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e-mail: nthongpa@brocku.ca