

CURRICULUM VITAE – KYLE B. MURRAY

Associate Professor, Marketing
Director, School of Retailing
School of Business, University of Alberta
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EDUCATION

Ph.D. Marketing and Psychology, 2004
School of Business and Department of Psychology
University of Alberta, Edmonton, Alberta, Canada

B.Sc. Psychology, 1994
Faculty of Science, Department of Psychology
University of Alberta, Edmonton, Alberta, Canada

APPOINTMENTS

2008 – present Associate Professor (with tenure), Alberta School of Business
University of Alberta, Edmonton, Alberta, Canada

2008 – present Director of the School of Retailing, Alberta School of Business
University of Alberta, Edmonton, Alberta, Canada

2008 – 2010 Adjunct Associate Professor, Richard Ivey School of Business
University of Western Ontario, London, Ontario, Canada

2007 Visiting Professor, Marketing, INSEAD
Fontainebleau, France

2004 – 2008 Assistant Professor, Marketing, Richard Ivey School of Business
University of Western Ontario, London, Ontario, Canada

1994 – 1999 Investment Advisor, Private Client Wealth Management
Edmonton, Alberta, Canada

PUBLISHED ARTICLES

Di Muro, F. & Murray, K. B. (2012). An arousal regulation explanation of mood effects on consumer choice. *Journal of Consumer Research*, forthcoming.

Murray, K. B. & Häubl, G. (2012). Why dominant companies are vulnerable. *MIT Sloan Management Review*, forthcoming.

Trudel, R., Murray, K. B. & Cotte, J. (2012). Beyond expectations: The effect of regulatory focus on consumer satisfaction. *International Journal of Research in Marketing*, forthcoming.

- Godek, J. & Murray, K. B. (2011). The effect of spikes in the price of gasoline on behavioral intentions: A mental accounting explanation. *Journal of Behavioral Decision Making*, forthcoming.
- Murray, K. B. & Häubl, G. (2011). Freedom of choice, ease of use, and the formation of interface preferences. *MIS Quarterly*, 35(4), 955-976.
- Trudel, R. & Murray, K. B. (2011). Why didn't I think of that? Self-regulation through selective information processing. *Journal of Marketing Research*, 48 (4), 701-712.
- Fisher, R. J., Gregoire, Y. & Murray, K. B. (2011). The limited effects of power on satisfaction with joint consumption decisions. *Journal of Consumer Psychology*, 21, 277-289.
- Murray, K. B. & Bellman, S. (2011). Productive play time: How consumers optimize hedonic experiences. *Journal of the Academy of Marketing Science*, 39 (3), 376-391.
- Murray, K. B., Di Muro, F., Finn, A., & Popkowski Leszczyc, P. (2010). The effect of weather on consumer spending. *Journal of Retailing and Consumer Services*, 17(6), 512-520.
- Murray, K. B., Liang, J., & Häubl, G. (2010). ACT 2.0: The next generation of assistive consumer technology. *Internet Research*, 20(3), 232-254.
- Murray, K. B. & Brown, N. R. (2009). A feature-based inference model of numerical estimation: The split seed effect. *Acta Psychologica*, 131, 221-234.
- Murray, K. B., & Häubl, G. (2009). Personalization without interrogation: Towards more effective interactions between consumers and feature-based recommendation agents. *Journal of Interactive Marketing*, 23 (2), 138-146.
- Godek, J. & Murray, K. B. (2008). Willingness to pay for advice: The role of rational and experiential processing. *Organizational Behavior and Human Decision Processes*, 106 (1), 77-87.
- Murray, K. B., & Häubl, G. (2008). Interactive consumer decision aids. In Wierenga, B. (Ed), *Handbook of marketing decision models* (pp. 55-77). New York, NY: Springer Science + Business Media.
- Murray, K. B., & Häubl, G. (2007). Explaining cognitive lock-in: The role of skill based habits of use in consumer choice. *Journal of Consumer Research*, 34(1), 77-88.
- Murray, K. B., & Habulin, C. M. (2007). A community facilitation model for e-government: A case study in monitoring water quality. In Hakim, L (Ed), *Global e-government: Theory, applications and benchmarking* (pp. 114-126). Hersey, PA: Idea Group. Reprinted in *Electronic Government: Concepts, Methodologies, Tools and Applications* (2008), Anttiroiko, A. (Ed.), (pp. 307-317). Hershey, PA: IGI Global.
- Häubl, G., & Murray, K. B. (2006). Double agents: Assessing the role of electronic product recommendation systems. *MIT Sloan Management Review*, 47(3), 8-12.
- Murray, K. B., & Häubl, G. (2005). Processes of preference construction in agent-assisted online shopping. In C. Haugtvedt, K. Machleit, & R. Yalch (Eds.), *Online consumer psychology: Understanding and influencing behavior in the virtual world* (pp. 265-286). Mahwah, NJ: Erlbaum.

Murray, K. B. (2005). Experiencing quality: The impact of practice on customers' preference for and perceptions of electronic interfaces. In Krishnamurthy, S. (Ed.), *Contemporary research in e-marketing* (pp. 130-148) *Volume 1*. Hersey, PA: Idea Group. Reprinted in *Electronic Commerce: Concepts, Methodologies, Tools and Applications* (2008), Becker, A. (Ed.). Hershey, PA: IGI Global.

Häubl, G., Dellaert, B. G. C., Murray, K. B., & Trifts, V. (2004). Buyer behavior in personalized shopping environments: Insights from the institute for online consumer studies. In C. Karat, J. Karat, & J. Blom (Eds.), *Designing personalized user experiences in e-commerce* (pp. 207-230). New York, NY: Kluwer.

Murray, K. B., & Häubl, G. (2003). A human capital perspective of skill acquisition and interface lock-in. *Communications of the Association for Computing Machinery*, 46(12), 272-278.

Häubl, G., & Murray, K. B. (2003). Preference construction and persistence in digital marketplaces: The role of electronic recommendation agents. *Journal of Consumer Psychology*, 13(1), 75-91.

Häubl, G., Murray, K. B., & Trifts, V. (2003). Personalized product presentation: The influence of electronic recommendation agents on consumer choice. In Rangaswamy, A. & Pal, N. (Eds.), *The power of one – Leverage value from personalization technologies* (pp. 144-163). Victoria, BC: Trafford.

Murray, K. B. & Häubl, G. (2002). The fiction of no friction: A user skills approach to cognitive lock-in. In Broniarczyk, S.M. & Nakamoto, K. (Eds.), *Advances in Consumer Research XXIX* (pp. 11-18). Valdosta, GA: Association for Consumer Research.

Häubl, G. & Murray, K. B. (2001). Recommending or persuading? The impact of a shopping agent's algorithm on consumer behavior. In Wellman, M. & Shoham Y., *Proceedings of the ACM Conference on Electronic Commerce (EC'01)* (pp. 163-170). New York, NY: Association for Computing Machinery.

WHITE PAPERS & TRADE PUBLICATIONS

Murray, K. B. & Buczek, J. (2011). The myth that more is better: How too much choice is hurting consumer satisfaction and corporate profitability. *The Research Intelligence Group (TRIG) White Paper*, Summer.

Murray, K. B. and Vandenbosch, M. (2011). Relevant by design. *Enterprise Loyalty in Practice*, Spring.

Murray, K. B. and Sullivan, J. (2010). What about the shareholders? *Enterprise Loyalty in Practice*, Fall.

Murray, K. B. (2010). Letting go: If you love your customers, set them free. *Colloquy*, April 30th.

WORKING PAPERS

Trudel, R. & Murray, K. B. Information processing and consumer vulnerability to regulatory resource depletion. *In preparation for third round review at the Journal of Consumer Psychology.*

Vandenbosch, M. & Murray, K. B. Shared customer equity in associative brand networks. *In preparation for the Journal of Marketing.*

Murray, K. B., Häubl, G., & Johnson, E.J. Increasing loyalty through passive personalization. *In preparation for the Journal of Interactive Marketing.*

ACADEMIC CONFERENCE PRESENTATIONS & INVITED TALKS

Self-regulation through selective information processing. *Transformative Innovation for Healthy-Living: A Focus on Healthy Eating Workshop*, Workshop Co-Chair, McGill University, Montreal, Quebec, Canada, March 17th 2011.

Retail atmospherics: How color, sound and scent affect consumer decision making. *The European Institute for Retailing and Services Studies (EIRASS) Conference on Recent Advances in Retailing and Services Science*, Istanbul, Turkey, July 2-5, 2010; and, *2010 Fall Marketing Retreat*, University of Alberta, September 11th, 2010.

Preference construction, personalization and customer loyalty. *Invited talk, Newcastle University Business School*, Newcastle upon Tyne, United Kingdom, November 23rd, 2009.

Increasing loyalty through passive personalization. *The European Institute for Retailing and Services Studies (EIRASS) Conference on Recent Advances in Retailing and Services Science*, Niagara Falls, Canada, July 6-9, 2009.

Formation and modification of habitual consumer behaviour [poster]. *Social Sciences and Humanities Research Council of Canada 30th Anniversary Celebration*, University of Alberta, November 26th, 2008.

Consumer learning and loyalty. *Alberta's Marketing Research Retreat*, September 6th, 2008.

Willingness to pay for advice: The role of rational and experiential processing. *Invited talk, University of Alberta, School of Business*, September 18th, 2007; and, *4th Annual Southern Ontario Behavioral Decision Research Conference*, Wilfred Laurier University, Waterloo, Ontario, May 16, 2008.

A feature-based inference model of numerical estimation. *Invited talk, Schulich School of Business, York University*, April 17th, 2007.

Personalization, learning and loyalty. *Mid-Northwestern Consumer Behavior Winter Carnival and Research Camp*, January 19th, 2007; and, *2nd Annual Symposium on e-Retailing and Service*, Edmonton, Alberta, October 10-11, 2006.

Playing games efficiently: Hedonic learning and loyalty. *Association for Consumer Research's Conference*, Orlando, Florida, September 29th to October 1st, 2006.

Explaining cognitive lock-in: The role of skill-based habits of use in consumer choice. *Invited talk at the Warrington College of Business Administration, University of Florida, Gainesville, FL*, January 27, 2006; and *Marketing Science Conference 2006*, June 8-10, Pittsburgh, PA

Butlers for the masses: Towards an effective decision support system for consumers. *Workshop on Advances in Marketing Decision Models, Athens, Greece, May 27, 2006; and, Symposium on eRetailing and Service, McMaster University, October 18th, 2005.*

The intrinsic value of cooperation. *Southern Ontario Behavioral Decision Research Conference, Rotman School of Management, University of Toronto, Toronto, ON, May 15th, 2006; and, Society for Judgment and Decision Making's Annual Meeting, Toronto, ON, November 12th to 14th, 2005.*

Valuation of expert advice: The role of rational and experiential processing. *Society for Judgment and Decision Making's Annual Meeting, Toronto, ON, November 12th to 14th, 2005; and, Society for Consumer Psychology's 2005 Conference, St. Pete Beach, Florida, February 24th to 26th.*

Skill-based habits of use and consumer choice. *Invited talks in 2003 at the Sauder School of Business, University of British Columbia (Nov 17); the Owen Graduate School of Management, Vanderbilt University (Oct 31); Smeal College of Business, Pennsylvania State University (Oct 24); Joseph L. Rotman School of Management, University of Toronto (Oct 20); Richard Ivey School of Business, University of Western Ontario (Oct 8); Schulich School of Business, York University (Oct 3); John Molson School of Business, Concordia University (Sept 26); and, Southern Ontario Behavioral Decision Research Conference, University of Waterloo, April 29th, 2005; and, Association for Consumer Research's Conference, Portland, Oregon, October 7th to 10th, 2004.*

Learning to be loyal: Convenience, competition and customer retention. *University of Alberta's Distinguished Scholars' Retreat, May 7th and 8th, 2004.*

The double agent: The benefits and pitfalls of an electronic agent's recommendations. *Society for Consumer Psychology's 2003 Conference, New Orleans, Louisiana.*

The structure of consumer knowledge for automobile prices: Estimating and updating. *Richard Ivey School of Business seminar series, London, ON, September 17th, 2004; Association for Consumer Research's 2002 Conference, Atlanta, Georgia; Joseph R. Royce Research Conference, Edmonton, AB., Friday, April 5th, 2002; University of Alberta's Business Research Conference 2002, Edmonton, AB. February 15, 2002; and, Fordham University's Pricing Conference 2001, New York, New York. November 2-3, 2001*

The fiction of no friction: Switching costs and consumer loyalty online. *Marketing Science Conference 2001, July 5, Wiesbaden, Germany; and, Association for Consumer Research's 2001 Conference, Austin, Texas.*

Preference construction and persistence in artificial marketplaces: The role of recommendation agents. *Society for Consumer Psychology's 2001 Conference, February 15-17, Scottsdale, AR; Association for Consumer Research's 2000 Conference in Salt Lake City, October 19th to 22nd, 2000; and, INFORMS Conference "Marketing Science and the Internet: Understanding Consumer Behavior on the Internet", University of Southern California's Marshall School of Business, April 27th to 30th, 2000*

INDUSTRY PRESENTATIONS & KEYNOTE SPEECHES

Consumer social responsibility. *Global Youth Assembly 2011, Edmonton, July 30th, 2011.*

How gas prices affect consumers' habits and preferences. *Luncheon keynote speech at the Hardlines Conference, Toronto, October 28th, 2010.*

Managing the branded retail experience. *Alberta Treasury Branch Leadership Team Training Symposium, Edmonton, September 21st, 2010.*

Building profitable customer relationships through superior service. *Leger Marketing Symposium*, Toronto, September 1st, 2010.

Getting on the shelf: How entrepreneurs can work with large retailers. *AWE (Alberta Women Entrepreneurs) Inspiring Conference*, Edmonton, April 23rd, 2010.

Trends in Canadian specialty retailing. *Keynote speech at the Canadian Natural Health Retailer Live Conference*, Calgary, AB, October 25, 2009.

Studies in retail excellence. *Luncheon keynote speech at the Hardlines Conference*, Toronto, October 22, 2009.

The path to retail success. *Royal Bank of Canada Retail Panel Discussion*, Edmonton, Alberta, January 29th, 2009.

Finding, keeping and growing profitable customers. *Hardlines Conference*, Toronto, Ontario, October 23-24, 2008.

Neuroscience and marketing: Understanding the customers' mind. *Eric Geddes Lecture Series*, Edmonton, Alberta, October 16th, 2008; Calgary, Alberta, November 6th, 2008; and, *Hardlines Conference*, Toronto, Ontario, October 23-24, 2008.

A competitive advantage through intelligent market research. *Society for Competitive Intelligent Professionals, Edmonton Chapter, January 2003*.

The role of graduate students in the development and dissemination of knowledge at institutions for advanced research and education. *University of Alberta Graduate Students' Association's Media Symposium, August 22, 2000*.

GRANTS

- 2012-2015 National Natural Science Foundation of China Research Grant for Young Researchers (\$35,000). "Innovation diffusion for Chinese products in domestic and global markets." (collaborator), with principal investigator Jianping Liang, Sun Yat-sen Business School, Guangzhou, Guangdong, China.
- 2005-2009 Social Sciences and Humanities Research Council of Canada (SSHRC) Standard Grant (\$76,130). "Modifying habits: New product adoptions in markets with established patterns of consumption."
- 2006-2008 Academic Development Fund, New Research and Scholarly Initiative Award, Major Grant (\$60,205), University of Western Ontario. "Behavioral Lab and Research Participant Pool Development," with June Cotte, Ivey Business School.
- 2002-2006 Initiative on the New Economy (INE) Research Alliance Grant, Social Sciences and Humanities Research Council of Canada (\$865,000), "Harnessing the Web-Interaction Cycle for Canadian Competitiveness," (collaborator), with principal investigator Paul Messinger, University of Alberta, and 13 other researchers.
- 2003-2005 Teradata Center for Customer Relationship Management Research Seed Grant (\$3000), Duke University, Fuqua School of Business. "Skill-based habits of use and consumer choice," with Gerald Häubl, University of Alberta.

HONOURS AND AWARDS

- 2011 Best Paper Award for the Marketing Division of Administrative Sciences Association of Canada (ASAC) Conference 2011 in Montreal: “Arousal Congruency and Consumer Choice” with Fabrizio DiMuro.
- 2010 Recognized as one of Edmonton’s “Top 40 Under 40” by Avenue Magazine
- 2008 Dean's Commendation for Teaching, Richard Ivey School of Business, University of Western Ontario
- 2007 Research Merit Award, Richard Ivey School of Business, University of Western Ontario
- 2006-2008 Teaching Honour Roll, University Students’ Council, Richard Ivey School of Business, University of Western Ontario
- 2006-2008 F.W.P. Jones Faculty Research Fellowship, Richard Ivey School of Business, University of Western Ontario
- 2002-2004 Doctoral Fellowship, Social Sciences and Humanities Research Council of Canada
- 2003 Andrew Stewart Memorial Research Award, University of Alberta
- 2003 Dissertation Fellowship, University of Alberta
- 2003 Graduate Student Teaching Award, University of Alberta
- 2002 MBA Professor of the Year (Nominee), University of Alberta
- 2002 Walter H Johns Graduate Fellowship, Research Award, University of Alberta
- 2002 W.R. Runquist Research Award for best psychology graduate student paper, 16th Annual Joseph R. Royce Research Conference, University of Alberta
- 2001 Province of Alberta Graduate Fellowship
- 2001 AMA-Sheth Doctoral Consortium Fellow, University of Miami
- 1999-2003 Ph.D. Fellowship, University of Alberta, School of Business
- 1994 Dean’s List, Faculty of Science, University of Alberta

COURSES TAUGHT

Most Recent [with instructor rating]:

- Retail and Channel Management, undergraduate (Alberta), Winter 2011 [4.9 out of 5]
Marketing, Executive MBA (Alberta), Fall 2010 [4.9 out of 5]

Previously Taught:

- Undergraduate* . Retail and Channel Management (Alberta); Retail Marketing Management (Ivey); Marketing Management (Ivey); Electronic Marketing (Alberta)

Graduate. Retail Marketing Management (Alberta MBA); Marketing Management (Alberta EMBA, MBA); Data Driven Marketing (Ivey MBA); Retail Marketing Management (Ivey MBA); Foundations of Marketing (INSEAD MBA, France); Consumer Behaviour Seminar (Ivey PhD); Using and Managing Communications Networks (Alberta MA); Introduction to Electronic Commerce (Alberta MA); Electronic Marketing (Alberta MBA)

Executive Development. Retail Essentials Program (Alberta), Senior & Executive Managers' Development Program and the Management Development Program, Consultation & Communication Module (Alberta); Management Essentials Program (Alberta); Business in Dentistry Program (Alberta); Personalization & Customization, KPMG Program for Entrepreneurs (Ivey)

CASES & TEACHING MATERIALS

Murray, K. B. and House, M. (2010). Walmart Canada: New rules for "back to school." *Alberta School of Retailing Case and Teaching Note.*

Murray, K. B., Goode, M. and Di Muro, F. (2009). Strategic planning at Apple Inc. *Ivey Business School Case and Teaching Note.* Also published as a *Harvard Business School Case and Teaching Note.*

Murray, K. B. and Chan, J. (2008). Customization at BMW. *Ivey Business School Case.* Also published as a *Harvard Business School Case and Teaching Note.*

Murray, K. B. and Moffat, M. (2008). Conroy's Acura: Customer lifetime value and return on marketing. *Ivey Business School Case, Excel Spreadsheet and Teaching Note.* Also published as a *Harvard Business School Case and Teaching Note.*

Murray, K. B. & Chandrasekhar, R. (2008). Personal shoppers at Sears: The Elf initiative. *Ivey Business School Case and Teaching Note.* Also published as a *Harvard Business School Case and Teaching Note.*

Murray, K. B. and Mark, K. (2007). Indigo Books & Music Inc.: Optimizing its loyalty program. *Ivey Business School Case, Excel Spreadsheet, and DVD.* Also published as a *Harvard Business School Case and Teaching Note.*

Murray, K. B. and Mark, K. (2007). Sunripe Marketplace: A private label strategy. *Ivey Business School Case, DVD and Teaching Note.* Also published as a *Harvard Business School Case and Teaching Note.*

Murray, K. B. & Liang, J. (2007). SMART co-operative marketing. *Ivey Business School Case and Teaching Note.*

Murray, K. B. & Girard, P. (2006). Merchandising at the Forzani Group Ltd. *Ivey Business School Case.*

Murray, K. B. & Chandrasekhar, R. (2006). The Home Depot Canada: Renovating strategy. *Ivey Business School Case and Teaching Note.*

Murray, K. B. & Chandrasekhar, R. (2006). The Home Depot Canada: EcoOptions. *Ivey Business School Case and Teaching Note.*

Murray, K. B. & Mark, K. (2006). OQOQO: Socially conscious fashion. *Ivey Business School Case, DVD and Teaching Note.* A featured case at the *Aspen Institute's CasePlace.org*

Pearce, M.P., Murray, K. B. & Morrison, K. (2006). Note on the retail value proposition. *Ivey Business School Technical Note*.

Pearce, M.P., Murray, K. B. & Morrison, K. (2006). Note on retail formats. *Ivey Business School Technical Note*.

Murray, K. B. & Mark, K. (2005). Jill's Table: Set to serve. *Ivey Business School Case, DVD and Teaching Note*. Also published as a *Harvard Business School Case and Teaching Note*.

PHD DISSERTATION COMMITTEES

Fabrizio Di Muro (Chair, Marketing, Ivey, 2010: now at the University of Winnipeg)

Jianping Liang (Chair, Marketing, Ivey, 2009: now at Sun Yat-sen University)

Remi Trudel (Co-chair, Marketing, Ivey, 2009: now at Boston University)

Michael Conyette (External Examiner, Newcastle University, 2009; now at Okanagan College)

Eric Dolansky (Co-chair, Marketing, Ivey, 2008: now at Brock University)

Tanya Mark (Committee member, Marketing, Ivey, 2007: now at the University of Guelph)

Veronika Papyrina (Committee member, Marketing, Ivey, 2007: now at San Francisco State)

ACADEMIC & COMMUNITY SERVICE

Current

Director, School of Retailing, School of Business, University of Alberta (2008-present), responsible for:

- Fundraising (approximately \$10 million raised as of September 2011)
- Development of programs at the undergraduate (major and minor), MBA, PhD, post-doctoral, and executive education level.
- More than 35 academic-industry partnerships between the School and retailers
- Facilitation of retail research (funding for more than a dozen ongoing projects)

Program Committee member, Society for Consumer Psychology's 2012 Conference, Las Vegas, Nevada.

Faculty Representative, School of Business Dean's Selection Committee, University of Alberta (2011)

Member, Advisory Board, Colloquy (2009 – present)

Member, Advisory Board, Leger Marketing (2008 – present)

Chair, Edmonton Opera Board (2011-12); Member, Edmonton Opera Board since 2008

Academic Advisor, Fraternity of Phi Gamma Delta, Epsilon Alpha (2008 – present)

Senior Research Fellow, Institute for Online Consumer Studies (2001 – present)

Member, Selection Committee for the Colloquy Loyalty Awards (2010 & 2011)

Member, University of Alberta, School of Business Strategy Committee (2010-2011)

Ad hoc reviewer for: Journal of Consumer Research, Journal of Marketing Research, Journal of Marketing, Journal of Interactive Marketing, Journal of the Academy of Marketing Science, Decision Sciences, Journal of Applied Social Psychology, Electronic Markets, Internet

Research, Association for Consumer Research's Conference, Society for Consumer Psychology's Conference, Administrative Sciences Association of Canada (ASAC) Conference, AMA Howard dissertation award competition, AMA Summer & Winter Conferences, MSI Dissertation Competition, SSHRC's standard grant program, Rotman-UTP Publishing.

Among the Top 3 most cited professors in the media at the Alberta School of Business. Regular contributor on marketing, consumer behaviour, retailing and electronic commerce to local, national and international media (print, television and radio). Recent columns and select media mentions are available at: <http://www.kylemurray.com/media.html>.

Past

Advisor to Industry Canada and the Retail Council of Canada (RCC) on the first Canadian State of Retail Report (2010)

Member, Marketing, Business Economics and Law, Department Chair Selection Committee (2010)

Member, Canadian Business Leader Award Selection Committee, University of Alberta, School of Business (2009)

Member, AMA Interviewing Team (2008), University of Alberta, School of Business

Director of the Behavioural Research Lab and Participant Pools, Richard Ivey School of Business, University of Western Ontario (2005 – 2008)

Marketing PhD Student Co-ordinator, Richard Ivey School of Business, University of Western Ontario (2007-2008)

Chair, Marketing Group Recruiting Committee, Richard Ivey School of Business, University of Western Ontario (2007)

MBA Marketing Elective Development Committee, Richard Ivey School of Business, University of Western Ontario (2007)

Host and Conference Chair for the 3rd Annual Southern Ontario Behavioural Decision Researchers' Conference at the Richard Ivey School of Business, University of Western Ontario (2007)

Graduate Student Representative on the University of Alberta's School of Business Dean and Marketing Department's Chair Selection Committees (2004)

PhD Student Representative on the Business Council and Student Representative on the Faculty of Graduate Studies and Research Council, School of Business, University of Alberta (2001-2003)