

CURRICULUM VITAE – KYLE B. MURRAY

Professor of Marketing
 Director, School of Retailing
 School of Business, University of Alberta
 Edmonton, Alberta, Canada T6G 2R6

Tel: +1 780-248-1091
 Fax: +1 780-492-4631
 Email: kyle.murray@ualberta.ca
 Web: www.kylemurray.com

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

2017 Vice Dean (Incoming July 2017), Alberta School of Business
 University of Alberta, Edmonton, Alberta, Canada

2013 – present Professor, Alberta School of Business
 University of Alberta, Edmonton, Alberta, Canada

2015 – present Professor, Monash Business School
 Fractional Appointment, Monash University, Melbourne, Australia

2008 – 2017 Director of the School of Retailing, Alberta School of Business
 University of Alberta, Edmonton, Alberta, Canada

2013 Visiting Professor, Faculty of Business and Economics
 Monash University, Melbourne, Australia

2008 – 2013 Associate Professor, Alberta School of Business
 University of Alberta, Edmonton, Alberta, Canada

2012 Visiting Professor, School of Retailing and Services Management
 Dublin Institute of Technology, Dublin, Ireland

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

2007 Visiting Professor, INSEAD
 Fontainebleau, France

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

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

BOOKS

Babin, B. J., Harris, E. G., & Murray, K. B. *CB: Consumer Behavior*. 1st (2014) and 2nd (2017) Canadian Editions. Toronto, ON: Nelson.

Murray, K. B. (2013). *The Retail Value Proposition: Crafting Unique Experiences at Compelling Prices*. Toronto, ON: University of Toronto Rotman Press; and the U.S. Edition (2016), *The American Retail Value Proposition: Crafting Unique Experiences at Compelling Prices*. Toronto, ON: University of Toronto Rotman Press.

PEER-REVIEWED ARTICLES

Trudel, R., Murray, K. B., Kim, S., & Chen, S. (2015). The impact of traffic light color-coding on food health perceptions and choice. *Journal of Experimental Psychology: Applied*, 21(3), 255-275.

Godek, J., Murray, K. B., & Kams, G. (2015). The effect of tuition increases on marketing student decisions. *Journal of Education for Business*, 90(5), 255-259.

Noseworthy, T., Di Muro, F. & Murray, K. B. (2014). The role of arousal in congruity-based evaluation. *Journal of Consumer Research*, 41 (4), 1108-1126.

Trudel, R. & Murray, K. B. (2013). Self-regulatory strength amplification through selective information processing. *Journal of Consumer Psychology*, 23 (1), 61-73.

Di Muro, F. & Murray, K. B. (2012). An arousal regulation explanation of mood effects on consumer choice. *Journal of Consumer Research*, 39 (3), 574-584.

Godek, J. & Murray, K. B. (2012). The effect of spikes in the price of gasoline on behavioral intentions: A mental accounting explanation. *Journal of Behavioral Decision Making*, 25 (3), 295–302.

Trudel, R., Murray, K. B. & Cotte, J. (2012). Beyond expectations: The effect of regulatory focus on consumer satisfaction. *International Journal of Research in Marketing*, 29 (1), 93-97.

Murray, K. B. & Häubl, G. (2012). Why dominant companies are vulnerable. *MIT Sloan Management Review*, 53 (2), 12-14.

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. (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.
- 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.
- 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.

TRADE PUBLICATIONS

Murray, K. B. (2016-2007). Monthly marketing column. *Alberta Venture*.

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.

ACADEMIC CONFERENCE PRESENTATIONS & INVITED TALKS

Understanding advisors' perceived expertise, *Invited Talk*, Faculty of Business and Economics, Monash University, Melbourne, Australia, 25th, 2016.

Building and testing physiological models in consumer research, *Invited Talk*, Faculty of Business and Economics, Monash University, Melbourne, Australia, August 21st, 2015.

The effect of selective information processing on motivational intensity and consumer self-regulation, *Invited Talk*, College of Management & Economics, University of Guelph, Guelph, Ontario, November 27th, 2013.

The retail value proposition, *Invited Talk*, Rotman School of Business, University of Toronto, Toronto, Ontario, November 5th, 2013.

A good idea: Publishing more with less time, *Invited Talk*, Dublin Institute of Technology, Dublin, Ireland, October 11th, 2012.

Consumer preference formation in technology markets, *Invited Talk*, Faculty of Business and Economics, Monash University, Melbourne, Australia, May 8th, 2013; also *Invited Talk*, J.E. Cairnes School of Business and Economics, National University of Ireland, Galway, Ireland, October 19th, 2012.

The interplay between food product labels and motivational intensity, *Invited Talk*, University of Technology Sydney, Centre for the Study of Choice, April 30th, 2013.

Managing customer loyalty and defending customer equity, *Invited Talk*, Faculty of Business and Economics, Monash University, April 9th, 2013.

No pain, no gain: How information enhances self-regulatory strength, *Invited Talk*, Faculty of Business and Economics, University of Melbourne, March 22nd, 2013.

Simple aids for difficult decisions: Leveraging selectivity and bias in consumer information processing, *Invited Talk*, Faculty of Business and Economics, Monash University, February 19th, 2013.

The Retail Value Proposition, *Invited Talk*, Dublin Institute of Technology, School of Retailing, Dublin, Ireland, October 17th, 2012.

The vulnerable monopoly, *Invited Talk*, University College of Dublin, Smurfit School of Business, Dublin, Ireland, October 2nd, 2012.

A different tomorrow: Augmented reality in retailing, *Arthur Ryan Retail Centre Symposium: Retailing in a Changing Environment*, Dublin Institute of Technology, Dublin, School of Business, Dublin, Ireland, September 28th, 2012.

Retail atmospherics: Consumer response to sound, scent, color and light, *Arthur Ryan Retail Centre Symposium: Recent Advances in Retail Research*, Dublin Institute of Technology, School of Business, Dublin, Ireland, September 28th, 2012.

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, Ivey Business School, Western University; 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. *Invited Talk* at 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, Arizona; *Association for Consumer Research's 2000 Conference* in Salt Lake City, Utah, 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, WEBINARS & KEYNOTE SPEECHES

The accidental professor, *Retail Thought Leadership Conference 2017*, Edmonton, Alberta, March 10th, 2017.

Emotion hacking the consumer mind. *Advertising and Marketing 2017*, Morning Masters Series, Toronto, February 2nd, 2017.

The retail value proposition. *Retail Summit*, Keynote Presentation, Prague, Czech Republic, February 2nd, 2016.

Retail analytics. *Retail Thought Leadership Conference Panel*, Edmonton, Alberta, March 6th, 2015.

Q&A with Mark Wolverton, CEO of LUSH Cosmetics. *School of Retailing, Executive in Residence Breakfast*, Edmonton, Alberta, March 4th, 2015.

Reality, relationships and revitalization. *Luncheon keynote presentation at Edmonton Business Revitalization Zones' Main Street Seminar*, Edmonton, AB, November 5th, 2014.

Managing customers. *South Edmonton Business Association Luncheon Panel*, Edmonton, AB, October 14th, 2014.

A business in care. *Canadian Association of Chain Drug Stores National Conference*, Vancouver, British Columbia, May 27th, 2014.

Q&A with Brian Hill, CEO of Aritzia. *School of Retailing, Executive in Residence Breakfast*, Edmonton, Alberta, February 28th, 2014.

The future of electronic content and ecommerce. *Innovative Leaders Reception*, Toronto, Ontario, November 27th, 2013.

Managing the customer portfolio. *Eric Geddes Lecture Series*, Edmonton, Alberta, November 19th, 2013.

Loyalty: Keeping your customers engaged. *The Mark News Online Panel with Bryan Pearson*, October 25th, 2012.

The retailer's roadmap to creating greater customer value. *Junction Solutions Webinar*, August 14th, 2012. [<http://www.junctionsolutions.com/retailers-roadmap-wc-on-demand>]

Online and mobile fraud. *Competition Bureau of Canada Panel*, Edmonton March 8th, 2012.

Customer equity in associative networks. *LoyaltyOne 2012*, Toronto, February 8th, 2012.

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

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|-----------|---|
| 2015-2020 | Social Sciences and Humanities Research Council of Canada (SSHRC) Insight Grant (\$137,700). "Cognitive lock-in to emerging technologies: efficiency, efficacy and emotion." |
| 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

2016-2017 Killam Professorship, University of Alberta

2016 Best Paper Award Honourable Mention for the Marketing Division of Administrative Sciences Association of Canada (ASAC) Conference 2016 in Edmonton: "Don't buy" or "Do not buy"? How Negation Style in Online Reviews" with Soyoung Kim and Sarah Moore.

2015 Profiled by Discovery Science as one of Canada's "Research Stars"

2015 The Mackenzie Teaching Award of Excellence, presented by the Business Students Association, University of Alberta, School of Business

2012-2015 Winspear Senior Faculty Fellowship, University of Alberta, School of Business

2012-2013 Petro-Canada Young Innovator Research Award, University of Alberta

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 2016 [5 out of 5]

Marketing, Executive MBA (Alberta), Fall 2016 [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 Education. Retail Essentials Program (Alberta); Safeway Retail Managers Program (Alberta); CFO Leadership Program (CPA); Royal Canadian Mounted Police Program (Alberta); Senior & Executive Managers' Development Program (Alberta); Management Development Program (Alberta); Management Essentials Program (Alberta); Business in Dentistry Program (Alberta); KPMG Quantum Shift Program for Entrepreneurs (Ivey)

CASES & TEACHING MATERIALS

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

- Shou Chen (Chair, Marketing, Alberta, expected graduation 2019)
- Soyoung Kim (Co-chair, Marketing, Alberta, expected graduation 2018)
- Qian Deng (Committee Member, Alberta, expected graduation 2018)
- Ding Tian (Committee Member, Marketing, Alberta; now at Wuhan University)
- Christopher R. Madan (Committee Member, Psychology, Alberta, 2014: now at Boston College as a postdoctoral fellow)
- 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, University of Alberta School of Business (2008-present), responsible for:

- Development of retail programs at the undergraduate (major and minor), MBA, PhD, post-doctoral, and executive education level.
- Oversight of undergrad and MBA programs in real estate & urban economics
- More than 25 academic-industry partnerships between the school and retail firms
- Facilitation of retail research (faculty research grants and PhD student support)

- Management of Student Consulting Group and Applied Research Services
- Fundraising (2008-13 campaign raised \$10 million)

Columnist for *Alberta Venture Magazine*, 2016 & 2017 (12 articles per year).

Member, 2016 Program Committee for the 15th Biennial Behavioral Decision Research in Management, Rotman School of Management, University of Toronto.

Member, Editorial Review Board, *Journal of the Academy of Marketing Science* (2013 – present)

Member, Alberta School of Business Research Awards Committee (2014 - 2016)

Member, Strategic Management and Organization Recruiting Committee, Alberta School of Business (2015 - 2016)

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

Ad hoc reviewer for: Journal of Consumer Research, Journal of Marketing Research, Journal of Marketing, Marketing Letters, Journal of Interactive Marketing, MIS Quarterly, Decision Sciences, Journal of Applied Social Psychology, Cognition and Emotion, 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.

Regular contributor on marketing, consumer behaviour, retailing and electronic commerce to local, national and international media (web, print, television and radio). Recent columns and select media mentions are available at: <http://www.kylemurray.com/in-the-news.html>

Past

External Examiner, Bachelor of Science in Retail and Services Management, Dublin Institute of Technology, Dublin, Ireland (2013 – 2015)

Member, Advisory Board, Leger Marketing (2008 – 2015)

Member, Advisory Board, LoyaltyOne/Colloquy (2009 – 2014)

Chair, Edmonton Opera Board (2011-12); Member, Edmonton Opera Board 2008-2013

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

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

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

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

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, 2014)

Academic Advisor, Fraternity of Phi Gamma Delta, Epsilon Alpha Chapter (2008 – 2010)

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 Coordinator, 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)