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Academic Employment

- Professor of Marketing, Department of Management, Scarborough and the Rotman School of Management, University of Toronto, 2015 onwards
- Vice-Chair, Executive Committee, Graduate Department of Management (all three campuses), University of Toronto, 2016 onwards.
- Associate Professor (tenured), Department of Management, Scarborough and the Rotman School of Management, University of Toronto, 2007-2015
- Associate Chair, Department of Management, Scarborough 2009-2011
- Visiting Associate Professor of Marketing, Anderson School of Management, University of California Los Angeles, 2008-2009
- Assistant Professor, Department of Management, Scarborough and the Rotman School of Management, University of Toronto, 2001 to 2007
- Marketing Area-Coordinator at Department of Management, Scarborough, 2008 onwards

Education

Ph. D. (Marketing), Graduate School of Business, *University of Chicago*, Chicago, Illinois, 2002. Minors: Behavioral Science and Statistics

M. B. A. Graduate School of Business, *University of Chicago*, Chicago, Illinois, 2001
Concentration in Marketing

M. B. A. (Post Graduate Diploma in Management), *Indian Institute of Management*, Ahmedabad, India. Concentration in Marketing

B. A. (Bachelor of Arts – Hons. in Economics), *St. Stephen's College, Delhi University*, Delhi, India

Honors, Reviews, Awards and Grants

Honors:

- Ranked as one of the pre-eminent marketing scholars in Consumer Behavior (1st in Canada, 4th in non-US schools, top 25 in the world including the US) in a recent paper published in the *Journal of Marketing Education* which ranked and

- benchmarked outstanding marketing scholars based on **research impact** during the 10-year period 2003-2012 (Elbeck and Vander Schee 2014, 36 (1), 45-61).
- *Keynote Speaker* at the 3rd International Consumer-Brand Relationship Conference, Orlando, Florida, 2013
 - *Fellow* of Brands and Brand Relationship Institute, Boston University, 2014-2016
 - Associate Editor, *Journal of Consumer Research*, 2016 onwards
 - Co-Editor, *Journal of the Association for Consumer Research*, Issue: The Science of Extraordinary Beliefs
 - Member, Editorial Board, *Journal of Consumer Research*, 2002-2005, 2009-2016
 - Member, Editorial Board, *Journal of Consumer Psychology*, 2001-2002, 2010-2015.
 - Track Chair, Consumer Behavior, Winter AMA Conference, 2015
 - Member of the jury for selecting the Best Paper Award 2013 for Canadian Journal of Administrative Sciences
 - Faculty at the AMA-Sheth Foundation Doctoral Consortium, Iowa City, 2017.
 - Faculty at the Doctoral Symposium of the annual ACR Conference, San Diego (2017), Baltimore (2014), Chicago (2013) and Jacksonville (2010)
 - Faculty at the Doctoral Symposium of the annual SCP Conference, San Antonio, 2013
 - Member Planning Committee, *ACR*, 2017, 2013, 2010, 2007; *SCP Europe* 2015
 - AMA-Sheth Doctoral Consortium Fellow, 2000
 - Haring Symposium Fellow, 2000

Awards:

- Winner, Wynne and Beryl Plumtre Faculty Research Fellowship, University of Toronto, 2014
- Winner, Outstanding Reviewer Award given by the *Journal of Consumer Research*, 2013-14
- Winner, Alden G. Clayton Award for Best Dissertation Proposal 2000, awarded by the *Marketing Science Institute*
- Excellence in Teaching Award for 2011 for the Executive MBA program at the Rotman School
- Voted Best Teaching Assistant, Executive MBA and International MBA program, Graduate School of Business, *University of Chicago*
- Ranked 3rd in Delhi University at the completion of my B. A.

Grants:

- Social Sciences and Humanities Research Council of Canada (SSHRC) – Insight Grant received for \$123,130.00, 2012-2018 (Principal Investigator), 2012-2017
- Social Sciences and Humanities Research Council of Canada (SSHRC) – Special Call in Management, Business, and Finance. Grant received for \$108,654.00, 2008-2011 (Principal Investigator) including Research Time Stipend. Rank: 6th out of a total of 125 with the subcommittee. There were a total of 350 applications that were assessed
- Social Sciences and Humanities Research Council of Canada (SSHRC) grant for \$83,000, 2004-2008 (Principal Investigator)

- Social Sciences and Humanities Research Council of Canada (SSHRC) grant for \$68,574, 2007-2010 (Co-author)
- Winner of AIC Institute Grant given by the Rotman School of Management for the year 2015-2016 for an amount of \$8,500
- Winner of AIC Institute Grant given by the Rotman School of Management for the year 2014-2015 for an amount of \$10,000
- Winner of AIC Institute Grant given by the Rotman School of Management for the year 2009-2010 for an amount of \$10,000
- Connaught New Staff Matching Grant, \$27,000, *University of Toronto*, 2003-2005
- Connaught seed grant for \$10,000, *University of Toronto*, 2001-2004
- SSHRC (GRG program) for \$1350, *University of Toronto*, Scarborough, 2006-2008
- SSHRC (GRG program) for \$5081, *University of Toronto*, Scarborough, 2004-2006
- SSHRC (GRG program) for \$1500, *University of Toronto*, Scarborough, 2002-2004
- SSHRC (GRG program) for \$1250, *University of Toronto*, Scarborough, 2001-2003
- SSHRC (GRG program) for \$1750, Rotman School of Management, *University of Toronto*, 2002-2004
- Doctoral Fellowship for US\$ 5,000, Kilts Center, Graduate School of Business, *University of Chicago*, 2000
- Research Grant, Graduate School of Business, *University of Chicago*, 1998
- Research Fellowship, Graduate School of Business, *University of Chicago*, 1997-2001
- Academic Excellence Scholarship, *Delhi University* for being in the top three ranking students in the university

Research

Dissertation:

“The Effects of Brand Relationship Norms on Consumer Attitudes and Behavior”

Committee Members:

Ann L. McGill (Chair), France Leclerc, Joshua Klayman, Stijn van Ossalaer

Publications:

- Maeng, Ahreum and Pankaj Aggarwal (2017), “Facing Dominance: Anthropomorphism and the Effect of Product Face Ratio on Consumer Preferences,” *Journal of Consumer Research*, forthcoming.
- Zhang, Meng, and Pankaj Aggarwal (2015), “Self-Connectedness and Temporal Evaluations: Past versus Future,” Special Issue on Emotion, Self, and Identity: Implications for and Consequences of Consumer Behavior, *Journal of Consumer Psychology*, 25 (3), 512-518.
- Aggarwal, Pankaj and Min Zhao (2015), “Seeing the Big Picture: The Effect of Height on the Level of Construal,” *Journal of Marketing Research*, 52 (1), 120-133.

- Ahn, Hee Kyung, Hae Joo Kim, and Pankaj Aggarwal (2014), “Helping Fellow Beings: Anthropomorphized Social Causes and the Role of Anticipatory Guilt,” *Psychological Science*, 25 (1), 224-229.
- Aggarwal, Pankaj and Ann L. McGill (2012), “When Brands Seem Human, Do Humans Act Like Brands? Automatic Behavioral Effects of Brand Anthropomorphism,” *Journal of Consumer Research*, 39 (2), August, 307-323.
- Aggarwal, Pankaj and Richard P. Larrick (2012), “When Consumers Care About Being Treated Fairly: The Interaction of Relationship Norms and Fairness Norms,” *Journal of Consumer Psychology*, 22(1), 114-127.
- Mazar, Nina and Pankaj Aggarwal (2011), “Can Collectivism Promote Bribery?” *Psychological Science*, 22(7), 843-848 (lead article).
- Aggarwal, Pankaj and Ann L. McGill (2007), “Is That Car Smiling at Me? Schema Congruity as a Basis for Evaluating Anthropomorphized Products,” *Journal of Consumer Research*, 34 (December), 468-479.
- Aggarwal, Pankaj and Meng Zhang (2006), “The Moderating Effect of Relationship Norms,” *Journal of Consumer Research*, 33 (December), 413-419.
- Aggarwal, Pankaj and Sharmistha Law (2005), “Role of Relationship Norms in Processing Brand Information.” *Journal of Consumer Research*, 32 (December), 453-464.
- Aggarwal, Pankaj (2004), “The Effects of Brand Relationship Norms on Consumer Attitudes and Behavior,” *Journal of Consumer Research*, 31 (June), 87-101. This paper is based on my dissertation work.

Book Chapters:

- Aggarwal, Pankaj and Ann L. McGill (2017), “Anthropomorphism,” in Cathrine Jansson-Boyd and Magdalena Zawisza (Eds), *International Handbook of Consumer Psychology*, Taylor and Francis, 600-618.
- Maeng, Ahreum and Pankaj Aggarwal (2017), “Gaining Power through Dominant Looking Products: The Influence of Social Inequality on Consumption Behavior,” in *Perspectives on Indian Consumer Behavior* (Eds.) Durairaj Maheswaran and Thomas Puliyel, Oxford University Press.
- Wan, Jing and Pankaj Aggarwal (2015), “Befriending Mr. Clean: The Role of Anthropomorphism in Consumer Brand Relationships,” in Susan Fournier, Michael Breazeale, and Jill Avery (Eds.), *Strong Brands, Strong Relationships*, Oxford, UK: Routledge, 119-134.

- Maeng, Ahreum and Pankaj Aggarwal (2015), “Dominant Designs: The Role of Product Face-Ratios and Anthropomorphism on Personality Traits and Consumer Preferences,” in Colleen Seifert and Rajeev Batra (Eds.) *Psychology of Design: Creating Consumer Desire*, Oxford, UK: Routledge, 133-148.
- Aggarwal, Pankaj and Megha Agarwal (2015), “Linear versus Step-Function Decision Making: The Moderating Role of Relationship Norms on Consumer Responses to Brand Transgressions” in Deborah MacInnis and C. W. Park (Eds.) special issue on ‘Brand Meaning Management’ in the *Review of Marketing Research*, Volume 12, Emerald, 207-232.
- Aggarwal, Pankaj (2012), “Brands as Humans: Relationship Norms and Anthropomorphism,” in David Soberman and Dilip Soman (Eds.), *Flux: What Marketing Managers Need to Know to Navigate the New Environment*, Toronto: University of Toronto Press, 238-260.
- Aggarwal, Pankaj and Maggie Wenjing Liu (2011), “Mental Accounting in Consumer Brand Relationships,” in *Consumer-Brand Relationships: Insights For Theory and Practice* (eds.) Michael Breazeale, Marc Fetscherin, Susan Fournier, and T.C. Melewar, Routledge: USA, 115-134.
- Aggarwal, Pankaj (2009), “Using Relationship Norms to Understand Consumer-Brand Interactions,” in *Handbook of Brand Relationships*, ed. Deborah J. MacInnis, C. Whan Park, and Joseph R. Priester, New York, NY: Sharpe, 24-42.

Papers Under Review:

- Yang, Linyun and Pankaj Aggarwal, “Size-Based Firm Stereotypes: Asymmetric Expectations of Small versus Large Firms in the Face of Negative Behavior.” Manuscript being revised for 5th round review at *Journal of Consumer Research*.
- Aggarwal, Pankaj and Valerie Folkes, “Giving Birth to a Product: The ‘Geppetto’ Effect or Infusing Human Essence to Products Created by a Person.” Manuscript being revised for 3rd round review at the *Journal of Consumer Research*.
- Puzakova, Marina and Pankaj Aggarwal, “When a Desire to be Different Makes You Dislike Humanness: Distinctiveness Motive and the Negative Effect of Brand Anthropomorphism,” Manuscript being revised for 3rd round review at the *Journal of Consumer Research*.
- Dong, Ping and Pankaj Aggarwal “Partner or Servant? When Relationship Type Affects Trait Expectations and Evaluations of the Brand,” Being revised for 2nd round review at the *Journal of Consumer Research*.

- Wan, Jing and Pankaj Aggarwal, “Buying Redemption: Compensating with Money Versus Time,” Under review at the *Journal of Consumer Research*.
- Dong, Ping and Pankaj Aggarwal, “Evaluating Anthropomorphized Products Less Positively: “Shame on Me!”” Under review at the *Journal of Consumer Research*.
- Aggarwal, Pankaj and Mengze Shi, “Polygamous Brand Relationships,” Being revised for 2nd round review at the *Journal of the Association for the Consumer Research, Special Issue on Brand Relations, Emotions and the Self*.

Working Papers:

- Wan, Jing and Pankaj Aggarwal, “Spending Time with Mr. Lexus and Paying Money to Doughboy: The Effect of Time vs. Money on Preference for Anthropomorphized Products.” Manuscript being finalized for submission.
- Wan, Jing, Pankaj Aggarwal, and Min Zhao, “To Trace is to Trust: Consumers’ Response to Product Traceability.” Manuscript being finalized for submission.

Work in Progress:

- With Andrea Weihrauch, Hae Joo Kim, and Baba Shiv, “Differences in Anthropomorphism across Neutral versus Genderized Languages.” Four studies completed. One more study to be conducted
- Zweig, David and Pankaj Aggarwal, “Privacy Invasion and Psychological Contract Breach as Predictors of Brand Attitudes,” Being finalized for submission.
- With Ann McGill and Joshua Klayman, “Anthropomorphism, Dehumanization, and Rehumanization.’ Studies being designed
- With Ann McGill, “Invaders or Malfunctions: Ailments as Entities.’ Studies being designed
- With Nicole Robitaille. “What Happens in Vegas: Using Psychological Boundaries to Justify Moral Transgressions.” Studies being designed
- With Fangyuan Chen and Ping Dong. “Anthropomorphism and Moral Behavior”.
- With Ping Dong, “Role of Brand Personality and Consumer Loyalty.” Studies being designed
- With Poornima Vinoo, “Brand Transgression and Consumers’ Response Function.” Studies being designed.

- With Ahreum Maeng, “Face Ratio, Dominance, and Gender.” Studies being designed.
- With Jing Wan, “Anthropomorphism and Product Peculiarities.” Studies being designed.

Invited Forums:

- Invited to give a talk at the ‘Brands in the Balance’ Conference organized by the *Marketing Science Institute*, Charleston, South Carolina, Feb11-12, 2014
- Invited as the Keynote Speaker at the 3rd *International Consumer-Brand Relationship Conference*, Orlando, Florida, 2013
- Invited to give a talk on Consumer-Brand Relationships at the *Peeps Forum*, a public talk forum in Toronto focused on organizing talks ‘for people interested in people’, October 24, 2013
- Invited as a speaker at the *2007 Advertising and Consumer Psychology conference* on “New Frontiers in Branding: Attitudes, Attachments, and Relationships” to be held in Santa Monica, California, June 7th-9th, 2007
- Speaker at the *Brand Management Research Symposium* held at The Hong Kong Polytechnic University, Hong Kong, November 28-29, 2006
- Invited to be a commentator (reviewer) at the conference organized by Prof. John Lynch Jr. for a Special Issue of the *Journal of Public Policy and Management at Duke University*, May 29-31, 2005. Critically reviewed and presented the review on a paper on Culture, Goals and Policy at the conference

Other Invited Talks:

- “Facing Dominance: Anthropomorphism and the Effect of Product Face Ratios on Consumer Preferences,” Invited presentation to the Marketing Department, Polytechnic University, Hong Kong, June 24-25, 2017.
- “The Role of Anthropomorphism and Product Face Ratios on Consumer Preferences,” Invited presentation to the Marketing Department, Queen’s University, Kingston, ON, April 15, 2016.
- “The Role of Anthropomorphism and Product Face Ratios on Consumer Preferences,” Invited presentation to the Marketing Department, Georgia Tech University, Atlanta, Georgia, April 17, 2015.
- “The Role of Anthropomorphism and Product Face Ratios on Consumer Preferences,” Invited presentation to the Marketing Department, Koc University, Istanbul, Turkey, March 27, 2015.

- “The Role of Anthropomorphism and Product Face Ratios on Consumer Preferences,” Invited presentation to the Marketing Department, Boston University, Boston, MA, 2013.

Conference Proceeding Publications:

- Wan, Jing, Min Zhao, and Pankaj Aggarwal, “To Trace To Trace is to Trust: Consumers’ Response to Product Traceability,” Conference Proceedings: Society for Consumer Psychology, February 2017.
- Dong, Ping, and **Pankaj Aggarwal** (2016), “Partner or Servant? When Relationship Type Affects Trait Expectations and Evaluations of the Brand,” *Advances in Consumer Research*, Vol. XLIV (Eds. Page Moreau and Stefano Puntoni), 120-121.
- Dong, Ping, and **Pankaj Aggarwal** (2016), “Evaluating Anthropomorphized Products Less Positively: ‘Shame on Me!’” *Advances in Consumer Research*, Vol. XLIV (Eds. Page Moreau and Stefano Puntoni), 161-163.
- Maeng, Ahreum, and **Pankaj Aggarwal** (2016), Anthropomorphism and the Effect of Product Face Ratios on Consumer Preferences,” *Advances in National Brand and Private Label Marketing*, Springer International Publishing, 2016. 47-49.
- Aggarwal, Pankaj, and Valerie Folkes (2015), "Knowledge About a Product’s Creator and Its Effect on Product Anthropomorphism,” *Advances in Consumer Research*, Volume 43 (Eds. Kristin Diehl and Carolyn Yoon), 448.
- Puzakova, Marina, and Pankaj Aggarwal (2015), “To Wink or Not to Wink? The Role of Anthropomorphism, Power, and Gender Stereotypes in Luxury Branding,” *Advances in Consumer Research*, Volume 43 (Eds. Kristin Diehl and Carolyn Yoon), 667-668.
- Wan, Jing and Pankaj Aggarwal (2013), “Giving Money versus Giving Time: The Effect of Compensation on Evaluations of Transgressions,” *Advances on Consumer Research*, Vol 41.
- Aggarwal, Pankaj and Min Zhao (2012), “Do Lilliputians See the Big Picture? The Effect of Physical Level on Level of Construal,” in *Advances on Consumer Research*, Vol 40.
- Aggarwal, Pankaj, Simona Botti and Ann L. McGill (2011), “I Didn’t Think I Would Like What You Chose for Me: Relationship Norms and Satisfaction with Consumer-Versus Provider-Chosen Outcomes,” in *Advances on Consumer Research*, Vol. 39

- Mazar, Nina and Pankaj Aggarwal (2011) “Can Collectivism Promote Bribery?” in *Advances in Consumer Research*, Vol. 39
- Aggarwal, Pankaj and Ann McGill (2010), “Partners and Servants: Adopting Traits of Anthropomorphized Brands,” in a Special Session entitled “Partners, Masters, Friends, and Flings: Exploring the Multiple Role of Brand Relationships,” in *Advances in Consumer Research*, Vol. 38, 193-196
- Hee Kyung Ahn, Hae Joo Kim, and Pankaj Aggarwal (2010), “Guilt Driven Compliance by Anthropomorphized Social Causes,” in a Special Session entitled “From Evaluation to Compliance: Anthropomorphism and the Role of Loneliness, Trust, Uncertainty and Guilt,” *Advances in Consumer Research*, Vol. 38, 156-159
- Aggarwal, Pankaj and Simona Botti (2007), “Do I Like It if you Choose for Me? The Influence of Relationship Norms on Consumer Satisfaction,” in a Special Session entitled “Variety, Expectations, and Choice,” *Advances in Consumer Research*, Vol. 34, 161-162
- Aggarwal, Pankaj and Meng Zhang (2006), “When Losses Loom Even Larger: The Moderating Role of Relationship Norms,” *Advances in Consumer Research*, Vol. 33, 115-116
- Aggarwal, Pankaj and Ann L. McGill (2006), “Is That Car Smiling at Me? Schema Congruity as a Basis for Evaluating Anthropomorphized Products,” in a Special Session entitled “Do Product Smile? When Fluency Confers Liking and Enhances Purchase Intent,” *Advances in Consumer Research*, Vol. 33, 559-560
- Zweig, David and Pankaj Aggarwal (2005), “Breaking Promises: The Role of Psychological Contract Breach in Mediating the Relationship Between Marketing Practices and Brand Evaluations,” in a Special Session entitled “Contracting for Relationships,” *Advances in Consumer Research*, Vol. 32, 342-343
- Aggarwal, Pankaj (2004), “Do the Ones We Love Sometimes Hurt Us the Most: The Role of Relationship Norms on Consumers’ Perception of Fairness and Brand Evaluations,” *Advances in Consumer Research*, Vol. 31, 430
- Aggarwal, Pankaj and Sharmistha Law (2004), “Processing general versus Specific Brand Information: The Influence of Relationship Norms in Consumers’ Choice of Processing Strategies,” *Advances in Consumer Research*, Vol. 31, 664-665
- Aggarwal, Pankaj and Ann L. McGill (2001), “Brand Relationships: the Influence of relationship Type on Consumer Decision Making Strategies,” in a Special Session entitled “A Fuller Understanding of Product and Brand Relationships: Antecedents, Dimensions, and Consequences,” *Advances in Consumer Research*, Vol. 28, 42

Conference and Other Presentations:

- Wan, Jing, Min Zhao, and Pankaj Aggarwal, “To Trace To Trace is to Trust: Consumers’ Response to Product Traceability,” Society for Consumer Psychology Conference, San Francisco, CA, February 2017.
- Dong, Ping, and **Pankaj Aggarwal** (2016), “Partner or Servant? When Relationship Type Affects Trait Expectations and Evaluations of the Brand,” Association for Consumer Research Conference, Berlin, Germany, October 2016.
- Dong, Ping, and **Pankaj Aggarwal** (2016), “Partner or Servant? When Relationship Type Affects Trait Expectations and Evaluations of the Brand,” Brands and Brand Relationship Conference, Toronto, May 2016.
- Dong, Ping, and **Pankaj Aggarwal** (2016), “Evaluating Anthropomorphized Products Less Positively: 'Shame on Me!’” Association for Consumer Research Conference, Berlin, Germany, October 2016.
- Maeng, Ahreum and Pankaj Aggarwal (2015), “Face Ratios, Anthropomorphism, and Product Preferences,” Presentation at the Society for Consumer Psychology, Phoenix, AZ, Feb 2016.
- Aggarwal, Pankaj, and Valerie Folkes (2015), "Knowledge About a Product’s Creator and Its Effect on Product Anthropomorphism,” Presentation at the Society for Consumer Psychology, Phoenix, AZ, Feb 2016.
- Aggarwal, Pankaj, and Valerie Folkes (2015), "Knowledge About a Product’s Creator and Its Effect on Product Anthropomorphism,” Presentation at the Association for Consumer Research, New Orleans, Louisiana, Oct 1-4, 2015
- Puzakova, Marina, and Pankaj Aggarwal (2015), “To Wink or Not to Wink? The Role of Anthropomorphism, Power, and Gender Stereotypes in Luxury Branding,” Presentation at the Association for Consumer Research, New Orleans, Louisiana, Oct 1-4, 2015
- Maeng, Ahreum and Pankaj Aggarwal (2015), “Face Ratios, Anthropomorphism, and Product Preferences,” Invited presentation at the *Brands and Brand Relationship Conference*, Boston, MA, May 21-22, 2015.
- Maeng, Ahreum and Pankaj Aggarwal (2014), “Striving for Superiority: Face Ratios, Anthropomorphism, and Product Preferences,” Presentation at *Association for Consumer Research* Conference, Baltimore, MD, Oct 23-26, 2014
- Wan, Jing and Pankaj Aggarwal (2014), “Spending Time with Mr. Lexus and Paying Money to Doughboy: The Effect of Time and Money on Preference for

Anthropomorphized Products,” Presentation at *Association for Consumer Research* Conference, Baltimore, MD, Oct 23-26, 2014

- Panelists at the Roundtable on Close Relationship Theory in Consumer Behavior: Bridging Brand and Interpersonal Relationships Research, at the *Association for Consumer Research* Conference, Baltimore, MD, Oct 23-26, 2014
- Yang, Linyun and Pankaj Aggarwal (2014), “Asymmetric Expectations of Firms Stereotyped as Warm versus Competent,” Presentation at *Association for Consumer Research* Conference, Baltimore, MD, Oct 23-26, 2014
- Zhang, Meng and Pankaj Aggarwal (2014), “Looking Back or Looking Ahead: Current Evaluations and the Psychological Connectedness to a Temporal Self,” Presentation at *Association for Consumer Research* Conference, Baltimore, MD, Oct 23-26, 2014
- Dong, Ping and Pankaj Aggarwal (2014), “Partner versus Servant Relationship and Its Influence on Brand Evaluation: The Moderating Role of Warmth versus Competence Trait,” paper presented at the *Society for Consumer Psychology Conference*, Miami, FL
- Wan, Jing and Pankaj Aggarwal, 2014, “Giving Money versus Giving Time: The Effect of Compensation on Evaluations of Transgressions,” paper presented at the *Annual Ivey Symposium on Consumer Behaviour*, London, Ontario
- Wan, Jing and Pankaj Aggarwal, 2013, “Giving Money versus Giving Time: The Effect of Compensation on Evaluations of Transgressions,” paper presented at the *Association for Consumer Research*, Chicago, Illinois
- Wan, Jing and Pankaj Aggarwal, 2013, “Giving Money versus Giving Time: The Effect of Compensation on Evaluations of Transgressions,” poster presented at the *Society for Judgment and Decision Making*, Toronto, Ontario
- “Anthropomorphism,” presented to the Marketing Group at Chinese University, Hong Kong, April 18, 2013
- “Anthropomorphism,” presented to the Marketing Group at Boston University, April 04, 2013
- “Anthropomorphism,” presented to the Marketing Group at Wilfrid Laurier University, March 22, 2013
- “Do Lilliputians See the Big Picture? The Effect of Physical height on Construal,” at the *Association for Consumer Research* Conference, Vancouver, BC, Oct 4-7, 2012

- “Is Monogamous Relationship Always Better? The Effect of Losing and Regaining Elite Status in a Loyalty Program on Consumers’ attitudinal Responses,” Consumer-Brand Relationship Conference, Boston, MA, June 4-6, 2012
- “Can Collectivism Promote Bribery?” in a Special Session entitled “Individual vs. Collective Autonomy: How Culture Shapes Judgments and Behaviors” at *Association for Consumer Research* Conference, St. Louis, Missouri Oct 11-13, 2011
- “I Didn’t Think I Would Like What You Chose for Me: Relationship Norms and Satisfaction with Consumer- Versus Provider-Chosen Outcomes,” in a Special Session entitled “When the Choice is Not Your Own: Choosing for and Receiving Products Selected By Others,” at *Association for Consumer Research* Conference, St. Louis, Missouri Oct 11-13, 2011
- “Partners and Servants: Adopting Traits of Anthropomorphized Brands,” in a Special Session entitled “Partners, Masters, Friends, and Flings: Exploring the Multiple Role of Brand Relationships,” at *Association for Consumer Research*, Jacksonville, Florida, Oct 7-10, 2010
- “Guilt Driven Compliance by Anthropomorphized Social Causes,” in a Special Session entitled “From Evaluation to Compliance: Anthropomorphism and the Role of Loneliness, Trust, Uncertainty and Guilt,” *Association for Consumer Research*, Jacksonville, Florida, Oct 7-10, 2010
- Invited for a talk to the Amsterdam School of Business, University of Amsterdam, “Self and the Extended Possessions: Adopting Traits of Anthropomorphized Brands,” March 22, 2010
- Presented at the Consumer Behavior Winter Research Camp, Ivey School of Business, “The Influence of Brand Relationships on Satisfaction with Self versus Other Selected Outcome,” January 29, 2010
- Presented at the Marketing Seminar series at the Anderson School of Management, UCLA, “Anthropomorphizing Brands and Products: From Evaluation to Trait Adoption,” February 16, 2009
- Invited for a talk to the graduate School of Business, University of Chicago for the Spring 2008 Marketing Seminar series. To be presenting the project “Interactional Fairness and Consumer Response: The Moderating Role of Relationship Norms,” April 28, 2008
- Invited for a talk by the National University of Singapore. Presented the project “Do I Like it More if You Choose it? The Influence of Brand Relationship on Satisfaction with Self- versus Other-Selected Outcome,” January 30, 2008

- ‘Is That Car Smiling at Me? Schema Congruity as a Basis for Evaluating Anthropomorphized Products,’ paper presented at the seminar series at Brock University, Canada, March 2, 2007
- ‘Make-Up, Break-Up, or Just Put-Up: The Moderating Role of Relationship Type on Consumer Evaluations in the Face of Unfair Treatment by a Brand,’ paper presented at the Brand management research Symposium, The Hong Kong Polytechnic University, Hong Kong, November 28-29, 2006
- ‘Is That Car Smiling at Me? Schema Congruity as a Basis for Evaluating Anthropomorphized Products,’ paper presented as part of the Marketing Research Seminar Series, Schulich School of Business, York University, Canada, October 13, 2006
- ‘Do I Like It More If You Choose It? The Influence Of Relationship Norms on Consumer Satisfaction,’ paper accepted for presentation as part of a Special Session entitled ‘Variety, Expectations and Choice’ at the *Association for Consumer Research* conference, Orlando, Florida, September 29-October 1, 2006
- ‘Do I Like It More If You Choose It? The Influence Of Brand Relationship On Satisfaction With Self- Versus Other-Selected Outcome Brand Relationships and Decision Control,’ paper presented at the 2nd *Southern Ontario Behavioral Decision Research Conference* held at the University of Toronto, May 12, 2006
- ‘The Moderating Role of Consumer-Brand Relationships in the Face of Unfair Treatment by a Brand,’ paper presented at Rutgers University, Newark, New Jersey, March 21, 2006
- ‘When Losses Don’t Loom Too Large: The Moderating Role of Relationship Norms on Loss Aversion,’ paper presented at the *Association for Consumer Research Latin America* conference, Monterrey, Mexico, Jan 5-8, 2006
- ‘When Losses Don’t Loom Too Large: The Moderating Role of Relationship Norms on Loss Aversion,’ paper presented at the *Association for Consumer Research* conference, San Antonio, Texas, September 30-October 02, 2005
- ‘Is That Car Smiling at Me? Schema Congruity as a Basis for Evaluating Anthropomorphized Products,’ paper presented as part of the special session entitled ‘Do Products Smile? When Fluency Confers Liking and Enhances Purchase Intent,’ at the *Association for Consumer Research* conference, San Antonio, Texas, September 30-October 02, 2005
- ‘Culture and Goals: Implications for Health, Savings, and Spending. Some Comments and Observations,’ presentation at the conference organized for the special issue of the *Journal of Public Policy and Management* entitled ‘Helping Consumers Help

Themselves,' Duke University, May 29-31, 2005

- 'When Losses Loom Even larger: The Moderating Role of Relationship Norms on Loss Aversion,' paper presented at the *First Southern Ontario Behavioral Decision Research Conference* held at University of Waterloo, Canada, April 29, 2005
- 'Interference Effects of To-Be-Forgotten Information on To-Be-Remembered Brand Benefits,' with Sharmistha Law and Keith Maharaj presented at the Special session entitled 'How Do I interfere with Thee? Let me count the ways...,' *Society for Consumer Psychology* Conference, St. Petersburg, Florida, February 24-26, 2005
- 'When Losses Don't Loom Too Large: The Moderating Role of Relationship Norms on Loss Aversion,' paper presented at *Judgment and Decision Making* conference, Minneapolis, MN, November 19-22, 2004
- 'Beyond Privacy: The Role of Psychological Contract Breach in Mediating the Relationships Between Marketing Practices and Brand Evaluations,' paper presented as part of a special session of 'Relationship Contracts' at the *Association of Consumer Research* conference, Portland, OR, October 8-10, 2004
- 'Processing Abstract versus Concrete Brand Information: The Influence of Relationship Norms in Consumers Choice of Processing Strategies,' paper accepted at the *Society for Consumer Psychology* conference, San Francisco, February 19-21, 2004
- 'Interactional Fairness and Threshold of Acceptance: The Moderating Role of Relationship Norms,' paper accepted at the *Association for Consumer Research, Asia Pacific* Conference, Seoul, May 13-15, 2004
- 'The Role of Relationship Norms in Consumers' Perception of Fairness of Brand's Actions,' paper presented at the *Association of Consumer Research*, Toronto, October 9-12, 2003
- 'The Influence of Relationship Norms on Consumer Information Processing Strategies,' paper presented at the *Association of Consumer Research*, Toronto, October 9-12, 2003
- 'All's Not Fair in Love: The Role of Relationship Norms in Consumers' Evaluation of Negative Interaction with Brands,' presented at the *Judgment and Decision Making* conference, Kansas City, Kansas, November 24-25, 2002
- 'All's Not Fair in Love: The Role of Relationship Norms in Consumers' Evaluation of Negative Interaction with Brands,' presented in a special session entitled, 'Negative Experiences of Relationship Marketing' at the *Society for Consumer Psychology*, Austin Texas, February 21-23, 2002

- ‘Brand Relationships: The Influence of Relationship Type on Consumer Decision Making Strategies,’ presented in a special session titled ‘A Fuller Understanding of Product and Brand Relationships: Antecedents, Dimensions and Consequences’ at *Association of Consumer Research*, Salt Lake City, Utah, October 19-22, 2000
- ‘Brand Relationships: The Influence of Relationship Type on Consumer Decision Making Strategies,’ presented at the *30th Annual Haring Symposium*, April 7-9, 2000

Reviewer:

- Ad-hoc reviewer, *Psychological Science*, *Journal of Marketing Research*, *Journal of Marketing*, *International Journal of Research in Marketing*, *Personality and Social Psychology Bulletin*, *Social Cognition*, *Journal of Economic Psychology*, *Marketing Letters*, *Journal of Business Research*, *Journal of Retailing and Consumer Services*
- Reviewer, *SCP-Sheth Doctoral Dissertation Award*, 2002 onwards
- Reviewer for *Marketing Science Institute* for judging the Annual Alden Clayton Dissertation Competition
- External reviewer for Research Grants Council of Hong Kong, to help assess the government of Hong Kong to award annual research grants
- External reviewer for SSHRC to help them assess the award annual research grants
- Ad-hoc reviewer, *ACR North America*, *ACR Asia Pacific*, *ACR Europe*
- Ad-hoc reviewer, *Academy of Marketing Science Conference* and *European Marketing Academy*
- Ad-hoc reviewer, *AMA Winter Educators’ Conference*, *AMA Summer Educators’ Conference*

PhD Students

Dissertation Advisor:

- Primary Supervisor for Jing Wan, Graduated with a PhD in 2015.
Accepted a position as Assistant Professor of Marketing at the University of Groningen, Netherlands starting July 2015
Dissertation Title: Giving Money versus Giving Time: The Effect of Compensation on Evaluations of Transgressions
- Co-Supervisor for Ping Dong. Graduated in 2017
Accepted a position as Assistant Professor of Marketing at the Kellogg School of Management, Northwestern University, USA starting July 2017
Dissertation Title: Effects of Witnessing Moral Violations on Consumer Choice.

- Primary Supervisor for Kathy Newton, a DBA, Henley Business School (University of Reading) and Rotman School; Graduated in 2014

Dissertation Title: Role of Brand Personality and Consumer Personality on Type of Consumer-Brand Relationships.

Dissertation Committees:

Served/am serving on the dissertation committees of the following University of Toronto marketing area PhD students:

- Xi Li (2017)
Dissertation Title: Essays on Crowdfunding and the Sharing Economy.
- Eugene Chan (2014)
Dissertation Title: The Tyranny of Utilitarian but Democracy of Hedonic Choices
- Maggie Wenjing Liu (2010)
Dissertation Title: Effect of Face-to-Face Interactions and Facial Expressiveness on Individual Choices and Compliance
- Melanie Dempsey (2006)
Dissertation Title: The Influence of Nonconscious Affect on Attitudes and Behaviors.
- Meng Zhang (2006)
Dissertation Title: Two Essays on the Impact of Goals on Consumer Behavior
- Xiuping Li (2006)
Dissertation Title: Appetitive Stimuli and Consumption Impulsivity: The Out-of-Domain Effect of Motivationally Appetitive Stimuli
- Kwan Ho (2003)
Dissertation Title: The Effect of Usage Situation Familiarity on Memory Based Brand Retrieval and Consideration

External Examiner for Andy Ng, PhD Candidate, Department of Psychology, York University (2015), Charan Bagga, PhD Candidate at Ivey Business School, Western University (2015), Jodie Whelan, PhD Candidate at Ivey Business School, Western University, 2014, and for Sutapa Aditya, PhD Candidate at Schulich School, York University, 2011

Projects with PhD Students:

With Jing Wan

- Giving Money versus Giving Time: The Effect of Compensation on Evaluations of Transgressions (Manuscript under preparation)
- Befriending Mr. Clean: The Role of Anthropomorphism in Consumer Brand Relationships (*Book Chapter* – Under print)

- Spending Time with Mr. Lexus and Paying Money to Doughboy: The Effect of Time vs. Money on Preference for Anthropomorphized Products (Manuscript under preparation)

With Ping Dong

- Giving Credit and Assigning Blame to Servant and Partner Brands (Manuscript being finalized)
- Shame vs. Sadness: Incidental effect of Emotions on Anthropomorphized Products (Work in Progress)

With Hae Joo Kim

- Helping Fellow Beings: Anthropomorphized Social Causes and the Role of Anticipatory Guilt (Published paper - *Psychological Science*)

With Hee Kyung Ahn

- Helping Fellow Beings: Anthropomorphized Social Causes and the Role of Anticipatory Guilt (Published paper - *Psychological Science*)

With Meng Zhang

- The Moderating Effect of Relationship Norms (Published paper – *Journal of Consumer Research*)

With Maggie Wenjing Liu

- Mental Accounting in Consumer Brand Relationships (Published *Book Chapter*)

With Nicole Robitaille

- Psychological Boundaries and Moral Transgressions (Work in progress).

With Poornima Vinoo

- Brand Relationships and Consumer Response Function (Work in progress).

Teaching

Graduate Teaching:

- PhD Seminar on Judgment and Decision Making to Marketing and Psychology students at the Rotman School, University of Toronto, in Winter 2011, and a PhD Seminar in Consumer Behavior in 2013
- Taught all five sections of the introductory marketing class Managing Customer Value, in Winter 2016.
- Taught the core Marketing Course to Executive MBA students, Rotman School of Management in Fall 2010 (won an Excellence in Teaching award)
- Taught the core marketing course in the Master's program (MMPA) at the University of Toronto, Mississauga campus, 2015, 2016.
- Taught two sections of Advertising Management to part-time MBA students at UCLA, 2009 as a visiting faculty member

Undergraduate Teaching:

- Teach the introductory course Principles of Marketing for the 1st and 2nd year BBA (undergraduate) students.

- Teach the elective courses, Advertising Management to the 3rd and 4th year BBA students. The former is a hands-on applications oriented course with a strong theoretical basis, while the latter is a case-based course with strong managerial focus.
- Recently introduced a course for 4th year BBA students –Advanced Topics in Marketing based on academic marketing research, and designed on the lines of a PhD seminar.
- Have taught a case-based Marketing Management course to 3rd and 4th year BBA students in the past.

New Initiatives in Teaching:

- Have been the lead faculty member who initiated and developed the first Graduate Program in the Department of Management that is currently in an advanced stage of review by the senior administration. This is a cross-functional research program at a Masters level that will be housed at UTSC.
- In consultation with colleagues in the area, as the area coordinator, I have streamlined the Marketing area courses both the types of courses being offered by the department as well as the sequencing of these courses.

Past Managerial Employment

Advertising Professional:

Was the Vice-President, *J. Walter Thompson Advertising (Contract Advertising)*, New Delhi, India. Was the head of the firm's Delhi Office operations directly supervising cross functional advertising professionals. Worked in advertising industry for over a decade before getting into academics in 1997 when I joined the PhD program at the *University of Chicago*.

- Responsible for the overall business, client relationships, and the quality of the advertising 'product'
- Led a team of 110 professionals
- Worked with leading advertisers including Whirlpool, Braun, Honda and ESPN
- Over the years also worked in world's top advertising agencies like Ogilvy, Lintas, Bates, and Gray Advertising in addition to JWT.