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## MEHDI MOURALI

Haskayne School of Business  
University of Calgary  
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### **Education**

Ph.D. in Administration (Concordia University, 2005)

Major: Marketing

Minor: Quantitative Methods

M.Sc. in Administration, Marketing (Concordia University)

Bachelor of Business Administration (Concordia University)  
(Completed with Distinction)

### **Academic Appointments**

Professor, Marketing Area (University of Calgary, since 2024)

Research Director, Marketing and Entrepreneurship Area (University of Calgary, 2015-2017)

Associate Professor, Marketing Area (University of Calgary, 2013-2024)

Assistant Professor, Marketing Area (University of Calgary, 2007-2013)

Assistant Professor, Marketing Department (University of New Hampshire, 2005-2007)

Lecturer in Marketing (Concordia University, 2002-2005)

### **Research and Teaching Interests**

*Research:* Judgment and Decision Making, Healthcare, Innovation, Human-Technology Interaction.

*Teaching:* Consumer Behavior, Marketing Research, Research Methods, Judgment and Decision Making, Sustainable Development, Marketing Strategy.

### **Journal Publications**

Zeng, X., Agarwal, J., & Mourali, M. (2023), "A Resource-Based Perspective on Customer Engagement Behaviors: A Typology, Conceptual Framework, and Research Avenues," *Academy of Marketing Science Review*, 13, 297-319. <https://doi.org/10.1007/s13162-023-00261-7>

Mourali, M., & Yang, Z. (2023), "Misperception of Multiple Risks in Medical Decision-Making," *Journal of Consumer Research*, 50(1): 25-47. <https://doi.org/10.1093/jcr/ucac040>.

Mourali, M., Benham, J.L., Lang, R., Fullerton, M.M., Boucher, J.C., Cornelson, K., Oxoby, R.J., Constantinescu, C., Tang, T., Marshall, D.A., & Hu, J. (2023), "Persuasive Messages for Improving Adherence to COVID-19 Prevention Behaviors: Randomized Online Experiment," *Journal of Medical Internet Research (JMIR) Human Factors*, 10: 241328. <https://doi.org/10.2196/41328>

Gao, G., Lang, R., Oxoby, R.J., Mourali, M., Sheikh, H., Fullerton, M.M., Tang, T., Manns, B.J., Marshall, D.A., Hu, J., & Benham, J. (2022), "Drivers of downloading and reasons for not downloading COVID-19 contact tracing and exposure notification apps: A national cross-sectional survey," *PLoS ONE*, 17(7): e0269783. <https://doi.org/10.1371/journal.pone.0269783>.

Fullerton, M., Benham, J., Graves, A., Fazel, S., Doucette, E.J., Oxoby, R.J., Mourali, M., Boucher, J.C., Constantinescu, C., Leigh, J.P., Tang, T., Marshall, D.A., Hu, J., & Lang, R. (2022), "Challenges and recommendations for COVID-19 public health messaging: a Canada-wide qualitative study using virtual focus groups," *BMJ Open*, 12 (4):e054635. <http://dx.doi.org/10.1136/bmjopen-2021-054635>

Mourali, M., & Drake, C. (2022), "The Challenge of Debunking Health Misinformation in Dynamic Social Media Conversations: Online Randomized Study of Public Masking During COVID-19," *Journal of Medical Internet Research*, 24 (3): e34831. <http://dx.doi.org/10.2196/34831>

Benham, J.L., Atabati, O., Oxoby, R.J., Mourali, M., Shaffer, B., Sheikh, H., Boucher, J.C., Constantinescu, C., Leigh, J.P., Ivers, N.M., Ratzan, S.C., Fullerton, M.M., Tang, T., Manns, B.J., Marshall, D.A., Hu, J., & Lang, R. (2021), "COVID-19 Vaccine Attitudes and Beliefs: A Canadian National Cross-Sectional Survey and Cluster Analysis," *Journal of Medical Internet Research (JMIR) Public Health and Surveillance*, 7 (12):e30424. <http://dx.doi.org/10.2196/30424>

Lang, R., Atabati, O., Oxoby, R.J., Mourali, M., Shaffer, B., Sheikh, H., Fullerton, M.M., Tang, T., Leigh, J.P., Manns, B.J., Marshall, D.A., Ivers, N.M., Ratzan, S.C., Hu, J., & Benham, J.L. (2021), "Characterization of non-adopters of COVID-19 non-pharmaceutical interventions through a national cross-sectional survey to assess attitudes and behaviours," *Scientific Reports*, 11, 21751. <https://doi.org/10.1038/s41598-021-01279-2>

Boucher, J.C., Benham, J.L., Cornelson, K., Fullerton, M., Tang, T., Constantinescu, C., Mourali, M., Oxoby, R.J., Marshall, D. A., Hu, J., & Lang, R. (2021), "Analyzing Social Media to Explore the Attitudes and Behaviors Following the Announcement of Successful COVID-19 Vaccine Trials: Infodemiology Study," *Journal of Medical Internet Research (JMIR) Infodemiology*, 1 (1): e-28800. <https://doi.org/10.2196/28800>

Zeng, X., & Mourali, M. (2021), "Consumers as Creative Agents: How Required Effort Influences Willingness to Engage," *Psychology & Marketing*, 38 (8): 1220-37 <https://doi.org/10.1002/mar.21492>

Lang, R., Benham, J., Atabati, O., Hollis, A., Tombe, T., Shaffer, B., Kovacs Burns, K., MacKean, G., Léveillé, T., McCormack, B., Sheikh, H., Fullerton, M., Tang, T., Boucher, J.C., Constantinescu, C., Mourali, M., Manns, B., Marshall, Hu, J.D., Hu, J., & Oxoby, R. (2021), "Attitudes, Behaviours and Barriers to Public Health Measures For COVID-19: A Survey to Inform Public Health Messaging," *BMC Public Health* 21, 765. <https://doi.org/10.1186/s12889-021-10790-0>

- Benham, J.L., Lang, R., Kovacs-Burns, K., MacKean, G., Léveillé, T., McCormack, B., Sheikh, H., Fullerton, M., Tang, T., Boucher, J.C., Constantinescu, C., Mourali, M., Oxoby, R.J., Mann, B.J., Hu, J., & Marshall, D. A. (2021), "Attitudes, Current Behaviours and Barriers to Public Health Measures that Reduce COVID-19 Transmission: A Qualitative Study to Inform Public Health Messaging," *PLoS ONE* 16(2): e0246941. <https://doi.org/10.1371/journal.pone.0246941>
- Mourali, M., Yang, Z., Pons, F., & Hassay, D. (2018), "Consumer Power and Choice Deferral: The Role of Anticipated Regret," *International Journal of Research in Marketing*, 35, 81-99. <https://doi.org/10.1016/j.ijresmar.2017.09.004>
- Pons, F., Giroux, M., Mourali, M., & Zins, M. (2016), "The Relationship between Density Perceptions and Satisfaction in the Retail Setting: Mediation and Moderation Effects," *Journal of Business Research*, 69 (February), 1000-1007. <https://doi.org/10.1016/j.jbusres.2015.09.005>
- Yang, Z., Wang, J., & Mourali M. (2015), "Effect of Peer Influence on Unauthorized Music Downloading and Sharing: The Moderating Role of Self-Construal," *Journal of Business Research*, 68 (March), 516-525. <https://doi.org/10.1016/j.jbusres.2014.09.011>
- Ma, Z., Yang, Z., & Mourali, M. (2014), "Consumer Adoption of New Products: Independent versus Interdependent Self-Perspectives," *Journal of Marketing*, 78 (March), 101-117. <https://doi.org/10.1509/jm.12.0051>
- Pons, F., Mourali, M., & Giroux, M. (2014), "The Density-Satisfaction Relationship Revisited: The Role of Scarcity and Consumers' Affective Reactions in a Crowded Retail Situation," *Journal of Retailing and Consumer Services*, 21 (January), 54-60. <https://doi.org/10.1016/j.jretconser.2013.09.004>
- Mourali, M., & Yang, Z. (2013), "The Dual Role of Consumer Power in Resisting Social Influence," *Journal of Consumer Research*, 40 (October), 439-454. <https://doi.org/10.1086/671139>
- Mourali, M., & Nagpal, A. (2013), "The Powerful Select, the Powerless Reject: The Effect of Power on Decision Strategies," *Journal of Business Research*, 66 (July), 874-880. <https://doi.org/10.1016/j.jbusres.2011.12.005>
- Mourali, M., & Pons, F., (2009), "Regulatory fit from attribute-based versus alternative-based processing in decision making," *Journal of Consumer Psychology*, 19 (October), 643-651. <https://doi.org/10.1016/j.jcps.2009.03.002>
- Mourali, M., Böckenholt, U., & Laroche, M., (2007) "Compromise and Attraction Effects under Prevention and Promotion Motivations," *Journal of Consumer Research*, 34 (August), 234-247. <https://doi.org/10.1086/519151>
- Pons, F., Mourali, M., & Nyec, S. (2006), "Consumer Orientation toward Sporting Events: Scale Development and Validation", *Journal of Service Research*, 8 (3), 276-287. <https://doi.org/10.1177/1094670505283931>
- Pons, F., Laroche, M., & Mourali, M. (2006), "Consumer Reactions to Crowded Retail Settings: Cross-Cultural Differences between North-America and the Middle-East," *Psychology & Marketing*, 23 (7), 555-572. <https://doi.org/10.1002/mar.20146>

Mourali, M., Laroche, M., & Pons, F. (2005), “Antecedents of Consumer Relative Preference for Interpersonal Information Sources,” *Journal of Consumer Behaviour: An International Review*, 4 (5), 307-318. <https://doi.org/10.1002/cb.16>

Mourali, M., Laroche, M., & Pons, F. (2005), “Individualistic Orientation and Consumer Susceptibility to Interpersonal Influence,” *Journal of Services Marketing*, 19 (3), 164-173. <https://doi.org/10.1108/08876040510596849>

Laroche, M., Papadopoulos, N., Heslop, L., & Mourali, M. (2005), “Country Image Structure and Its Influence on Consumer Evaluations of Foreign Products,” *International Marketing Review*, 22 (1), 96-115. <https://doi.org/10.1108/02651330510581190>

## **Book Chapters**

Pons, F. Giroux, M. & Mourali, M. (2013). “Consumer Behavior & Motivation: Why are sport event consumers so special?” In *Leveraging Brands in Sport Business*. M. Pritchard and J. Stinson (Ed), Routledge: London.

## **Selected Working Papers**

Mourali, M., Novakowski, D., Pogacar, R., Brigden, N. “Post-Hoc Explanations Improve Consumer Responses to Algorithmic Decisions,” (under third round review).

Novakowski, D., & Mourali, M. “Income Inequality Increases Consumption of Security Products: The Role of Envy Anticipation,” (Under first round review).

Drake, C., Mourali, M., & Pender, K. “Mental Illness as Consumer Vulnerability: Ambivalent Attachment to the College Campus,” (Revise & Resubmit).

Mourali, M., Novakowski, D., Pogacar, R., Brigden, N. (2024), “Perceptions of Accuracy-Fairness Tradeoffs in Algorithmic Decisions,” (Under first round review).

## **Conference Presentations**

Mourali, M., Novakowski, D., Pogacar, R., Brigden, N. (2024), “Perceptions of Accuracy-Fairness Tradeoffs in Algorithmic Decisions,” The 2024 *Association for Consumer Research (ACR)* Annual Conference. Paris, France, September 26-28, 2024.

Novakowski, D., & Mourali, M. (2023), “Income Inequality Increases Consumption of Security Products: The Role of Envy Anticipation,” The 2023 *Association for Consumer Research (ACR)* Annual Conference. Seattle, WA, October 26-29, 2023.

Mourali, M. & Yang, Z. (2022), “Subtractive Risk Judgments in Health and Medical Decision Making,” The 2022 *Association for Consumer Research (ACR)* Annual Conference. Denver, CO, October 20-22, 2022.

Mourali, M., Novakowski, D., Pogacar, R., Brigden, N. (2022), “Post Hoc Explanations and Consumer Response to Algorithmic Decisions,” The 2022 *Association for Consumer Research (ACR)* Annual Conference. Denver, CO, October 20-22, 2022.

Drake, C., Mourali, M., Anstine, J., & Pender, K. (2022), "Mental Health as Consumer Vulnerability: Ambivalent Attachment to The College Campus," *Global Macromarketing Conference*. Virtual, June 23, 2022.

Mourali, M., Novakowski, D., Pogacar, R., Brigden, N. (2021), "Optimal Algorithm Explanations for Consumer Empowerment and Firm Benefit," The 2021 *Association for Consumer Research (ACR)* Annual Conference. Virtual, October 29, 2021.

Mourali, M. & Yang, Z. (2020), "Misperception of Multiple Risks: The Role of Categorical Thinking," The 2020 *Association for Consumer Research (ACR)* Annual Conference. Virtual, October 3, 2020.

Novakowski, D. & Mourali, M. (2020), "Examining the Latent Relationship Between Feelings of Disadvantage and General Risk Preference," The 2020 *Association for Consumer Research (ACR)* Annual Conference. Virtual, October 3, 2020

Novakowski, D., & Mourali, M. (2019), "Towards a Theory of Security Consumption," *Summer Institute on Bounded Rationality, Max Planck Institute for Human Development*. Berlin, Germany, June 12, 2019

Novakowski, D., & Mourali, M., (2019), "Examining the Latent Relationship Between Feelings of Disadvantage and General Risk Preference," The 2019 *Society for Judgment and Decision Making (SJDM)* Annual Conference, Montreal, QC, November 15-18.

Zeng, X., & Mourali, M. (2019), "Consumers as Cocreators in Engagement with Firms: Expected Task Effort and the Moderating Role of Mindsets" The 2019 *Association for Consumer Research (ACR)* Annual Conference, Atlanta, GA, October 17-20.

Zeng, X., Agarwal, J., & Mourali, M. (2018), "Categorizing Engagement Behaviors from the Perspective of Customer Resources," The 2018 *Association for Consumer Research (ACR)* Annual Conference, Dallas, TX, October, October 11-14.

Drake, C., & Mourali, M. (2018), "Helpful Mental Shortcuts or a Shortcut to Bias? Two Perspectives on Heuristics and One New Direction for Consumer Research," *The 2018 Society for Consumer Psychology (SCP)* Winter Conference, Dallas, TX, February 15-17.

Sun, D. & Mourali, M. (2017, February), "The Power of Choice – How Choosing Influences the Endowment Effect on Product Pricing and Evaluation," *American Marketing Association Conference*, Orlando, FL.

Zeng, X., Radford, S., & Mourali, M (2017, June), "Antecedents and Consequences of Environmental Beliefs: A Meta-analysis," competitive paper, *AMA Marketing and Public Policy Conference*, Washington, DC.

Zeng, X., & Mourali, M. (2017, June), "Tell Me Why: The Effect of Providing Explanations on Charitable-Giving Intention after an Initial Rejection," *AMA Marketing and Public Policy Conference*, Washington, DC.

Zeng, X., Agarwal, J., & Mourali, M. (2017, February), "A Resource-Investment-Based Analysis about Customer Engagement Behaviors," competitive paper, *American Marketing Association Conference*, Orlando, FL.

Zeng, X., Agarwal, J., & Mourali M. (2017, February), "The Effect of Customers' Knowledge Provision during NPD on Their Positive WOM Intention of New Products," competitive paper, *American Marketing Association Conference*, Orlando, FL.

Zeng, X., Radford, S., & Mourali M. (2017, February), "Antecedents and Consequences of Environmental Beliefs: A Meta-analysis," working paper, *American Marketing Association Conference*, Orlando, FL.

Giroux, M., Pons, F., & Mourali, M (2016), "Self-Expression Satiation: How Expressing our Identity Influences Sustainable Behaviors," The 2016 *Association for Consumer Research (ACR)* Annual Conference, Berlin, Germany, October 27-30.

Zeng, X., & Mourali, M. (2016), "Perceived Authenticity of Corporate Green Initiatives: The Influence of Company Size and Industry Membership," The 2016 *Summer American Marketing Association (AMA) Conference*, Atlanta, GA, August 5-7.

Giroux, M., Pons, F., & Mourali, M (2015), "Is CSR Important for All Types of Fans? The Value of Corporate Social Responsibility in Sport", *Academy of Marketing Science (AMS)* Annual Conference, Denver, CO, May 12-14.

Mourali, M., & Pons, F. (2015), "Shifting Regulatory Foci and Consumer Decision-Making," The 2015 *Association for Consumer Research (ACR) Annual Conference*, New Orleans, LA, October 1-4.

Zeng, X., & Mourali, M. (2015), "Advice-seeking Behavior: Effects of Problem Type and Self-regulatory Orientations," The 2015 *Summer American Marketing Association (AMA) Conference*, Chicago, IL, August 14-16.

Pons, F., Giroux, M., & Mourali, M. (2015), "Emotional Ambivalence among Highly Identified Sports Fans," The 2015 *Academy of Marketing Science (AMS)* Annual Conference, Denver, CO, May 12-14.

Mourali, M., Yang, Z., & Pons, F. (2015), "Risk Taking as Power Signaling," The 2015 *Society for Consumer Psychology (SCP)* Winter Conference, Phoenix, AZ, February 27-March 1.

Mourali, M., & Yang, Z. (2013), "Power and Resistance to Social Influence: The Moderating Role of Attitude Certainty," The 2013 *Association for Consumer Research (ACR)* Annual Conference, Chicago, IL, October 3-6.

Pons, F., Giroux, M., Mourali, M., & Richelieu, A. (2013), "I Can't Stand My Team, but I can't Live Without It: Ambivalence Among Highly Identified Sports Fans," The 2013 *Association for Consumer Research (ACR)* Annual Conference, Chicago, IL, October 3-6.

Mourali, M., Pons, F., & Yang, Z. (2013), "Ambiguity Aversion and Advice Taking," The 2013 *Society for Consumer Psychology (SCP)* Winter Conference, San Antonio, Texas, February 28 – March 2.

Giroux, M., Pons, F., & Mourali, M (2013). "Ambivalence Among Highly Identified Fans," The 2013 *Society for Consumer Psychology (SCP)* Winter Conference, San Antonio, Texas, February 28 – March 2.

- Mourali, M., & Pons, F. (2012), "Power and Unconventional Choices," The 2012 *Association for Consumer Research (ACR)* Annual Conference, Vancouver, BC, October 4-7.
- Simpson, B., Radford, S., & Mourali, M. (2012), "The Moderating Role of Situational Consumer Skepticism towards Sustainability Claims in the Effectiveness of Credibility Signals," The 2012 *Association for Consumer Research (ACR)* Annual Conference, Vancouver, BC, October 4-7.
- Mourali, M., Pons, F., & Hassay D. (2012), "Power, Regret, and Choice Deferral," The 2012 *Society for Consumer Psychology (SCP)* Winter Conference, Las Vegas, Nevada, February 16-18.
- Pons, F., Mourali, M., & Lardinois, T. (2012), "Crowd Levels in Service Settings", The 2012 *Society for Marketing Advances (SMA)* Annual Conference, Orlando, FL, November 1-5.
- Yang, Z., Wang, J., & Mourali, M. (2012), "The Effect of Peer Influence on Unauthorized Music Downloading and Sharing: The Moderating Role of Self-Constraint", The 2012 *Royal Bank International Research Seminar*, Shanghai, China, June 7-10.
- Giroux, M., Pons, F., & Mourali, M. (2012). "Is CSR Important for All Types of Fans? The Value of Corporate Social Responsibility," The 2012 *Academy of Marketing Science (AMS)* Annual Conference, New Orleans, LA, May 16-19.
- Mourali, M., & Yang, Z. (2011), "They Say High, I Say Low: The Effect of Power on Consumer Response to Social Influence," The 2011 *Association for Consumer Research (ACR)* Annual Conference, St. Louis, MO, October 13-16.
- Pons, F., Mourali, M., Maltese, L., & Richelieu, A. (2011). "Toward a Better Understanding of Crowded and Scarce Sporting Events: Do Fans Think As Much As They Feel?" The 2011 *World Marketing Congress* Annual Conference, Reims, France, July 17-21.
- Mourali, M., & Nagpal, A. (2011), "The Powerful Select, the Powerless Reject: The Effect of Power on Decision Strategies," *The 2011 La Londe Seminar in Marketing Communications and Consumer Behavior*, La Londe-les-Maures, France, May 31-June 3.
- Mourali, M., Pons, F., & Hassay D. (2011), "Power and Deferral: The Role of Anticipated Regret," The 2011 *Summer American Marketing Association (AMA)* Conference, San Francisco, CA, August 5-7.
- Pons, F., & Mourali, M. (2011), "'One Size Fits All in the Global Marketing Classroom...Not Really: Impact of Students' National Culture and Acculturation Levels," The 2011 *Academy of Marketing Science* Annual Conference, Coral Gables, FL, May 24-27.
- Tung, V., & Mourali, M. (2011), "A Dynamic Model of Corporate Social Responsibility," The 2011 *Winter American Marketing Association (AMA)* Conference, Austin, TX, February 18-20.
- Mourali, M., & Nagpal, A. (2010), "Choosing versus Rejecting: How Power Shapes Our Decision Strategies", The 2010 *Association for Consumer Research (ACR)* Annual Conference, Jacksonville, FL, October 7-10.
- Mourali, M., & Pons, F. (2009), "Power and Choice: Do Powerful Consumers Prefer Bold Options?" *The 2009 Association for Consumer Research (ACR)* Annual Conference, Pittsburgh, PA, October 22-25.

Pons, F., & Murali, M. (2008), "Mediation and Moderation Effects in Crowded Service Settings Evaluation: The Role of Emotions," *Western Decision Sciences Institute Annual Conference*, San Diego, CA, March 18-22.

Pons, F., Standifird, S., & Murali, M. (2008), "What Kind of Influence Tactics Lead to Higher Students' Satisfaction in Business Schools' Classrooms? Cross-cultural Comparison of French and American Students," *Academy of Marketing Science Conference on Cultural Perspectives*, New Orleans, LA, January 16-19.

Murali, M. & Pons, F. (2007), "When Regulatory Fit Does Not Feel Right: The Inhibiting Effect of Contextually Dominant Decision Strategies," *The 2007 Association for Consumer Research (ACR) Annual Conference*, Memphis, TN, October 25-28.

Pons, F., & Murali, M. (2007), "Scarcity and Emotions' Effects on Consumers' Evaluation of Crowded Service Settings," *Society for Marketing Advances Annual Conference*, San Antonio, TX, November 7-10.

Pons, F., Murali, M., & Richelieu André (2007), "Scarce and Crowded, That's How We Like It" Consumers Reactions to Crowded Sporting Events," *Sport Marketing Association Annual Conference*, Pittsburg, PA, November 1-3.

Pons, F., & Murali, M. (2006), "The Relationship between Consumers' Density and Satisfaction in the Retail Setting: Mediation and Moderation Effects," *The 2006 Administrative Sciences Association of Canada Annual Conference*, Banff, AB, June 3-6.

Pons, F., & Murali, M. (2005), "Make it Scarce and I Won't Mind the Crowd: The Key Role of Scarcity for Crowded Retailers," *The 2005 Society for Marketing Advances Annual Conference*, San Antonio, TX, November 1-5.

Pons, F., Laroche, M., & Murali, M. (2005), "Cross-Cultural Differences in Crowd Assessment: The Differential Influence of Density Expectations on Consumers' Shopping Experience in Mexico and Canada," *The 2005 Royal Bank International Research Seminar*, Montreal, QC, September 22-24.

Murali, M., Laroche, M., & Pons, F. (2004), "Self-Esteem and Social Influence: The Moderating Role of Gender," *The 2004 Society for Consumer Psychology Winter Conference*, San Francisco, CA, February 19-21.

Pons, F., Laroche, M., & Murali, M. (2004), "Satisfied in a Crowded Service Situation: Cross-Cultural Comparison of Reactions to Crowd," *The 2004 Academy of Marketing Science Annual Conference*, Vancouver, BC, May 26-29.

Pons, F., Murali, M., Cleveland, M., & Nyeck, S. (2004), "The Consumer's Orientation towards Sporting Events: Measurement and Segmentation Issues," *The 2004 Administrative Sciences Association of Canada Annual Conference*, Quebec City, QC, June 5-8.

Murali, M., Laroche, M., & Pons, F. (2003), "Cultural Differences in Consumers' Susceptibility to Interpersonal Influence: The Role of Individualism," *The 2003 Royal Bank International Research Seminar*, Montreal, QC,



Laroche, M., Murali, M., & Pons, F. (2002), "Cultural Difference in Interpersonal Information Search: The case of French and English Canadians.", *The 2002 Academy of Marketing Science Multicultural Marketing Conference*, Valencia, Spain, June 26-29.

Laroche, M., Murali, M., & Pons, F. (2002), "Situational and Individual Variables Affecting Consumer Preference for Interpersonal Information Sources", *The 2002 Academy of Marketing Science Annual Conference*, Sanibel Island, FL, May 29 – June 1.

Pons, F., Laroche, M., Murali, M., & Nyeck, S. (2001), "Why Do We Consume Sporting Events: Scale Development and Buying Implications," *The 2001 American Marketing Association Educators' Summer Conference*, Washington, DC, August 11-14.

### **Invited Talks**

Murali, M (2016), "Power Signaling in Decision Making", Invited talk by University of Regina, Regina, SK, December 2016.

Murali, M & Wesley H. (2014), "Haskayne Hour: Power, Risk, and Decision Making," Bridging theory and practice, the Haskayne Hour series is delivered to an audience of business executives and professionals (April 2014).

Murali, M (2012), "Power in Consumer Decision Making," invited talk by Université Laval, Québec, QB, February 2012.

Murali, M (2006), "Compromise and Attraction Effects under Prevention and Promotion Motivations," invited talk by CIREQ/McGill University, Montreal, QC, March 2006.

### **Courses Taught**

Advanced Topics in Consumer Research (PhD, University of Calgary)

Advanced Research Methodology and Methods (PhD, University of Calgary)

Consumer Insights (Master of Management, University of Calgary)

Sustainable Development and the Experience Economy (Master of Management, University of Calgary)

Marketing Management (Global Energy Executive MBA, University of Calgary)

Strategic Business Analysis (Executive MBA, University of Calgary)

Strategic Decision Making (Executive Education)

Effective Decision Making (Executive Education)

Designing and Implementing Data Collection (Executive Education)

Data Analysis and Visualization (Executive Education)

Market Planning/Strategic Marketing (Undergraduate, University of Calgary)

Sports Marketing (Undergraduate, University of Calgary)

Marketing Research (Undergraduate and MBA, University of Calgary and University of New Hampshire)

Consumer/Buyer Behavior (Undergraduate and MBA, University of Calgary and University of New Hampshire)

Principles of Marketing (Undergraduate, University of New Hampshire and Concordia University)

## **Student Supervision**

Supervisor for:

- Soroush Shojaeimehr (PhD, University of Calgary, 2023-)
- Neil Brigden (Postdoctoral Associate, University of Calgary, 2018-2019)
- Dallas Novakowski (PhD, University of Calgary, 2017-2023)
- Xianfang Zeng (PhD in 2020, University of Calgary, 2014-2020)
- Daniel Sun (PhD, University of Calgary, 2015-2017)
- Trevor Warne (PhD, University of Calgary, 2012-2013)
- Emeleigh Brown (MBA, University of Calgary, 2012-2014)
- Elisabeth Callahan (MBA, University of New Hampshire, 2006-2007)

Member of the supervisory committee for:

- Yitzhe Lin (PhD, University of Calgary, 2014-2021)
- Carly Drake (PhD, University of Calgary, 2014-2019)
- Mohammad Farrokhi (PhD, University of Calgary, 2014-2020)
- Madelynn Stackhouse (PhD, University of Calgary, 2013-2017)
- Nadharatch Ounlert (PhD, University of Calgary, 2012-2016)
- Michael Ho (MBA, University of Calgary, 2014-2016)
- Vincent Tung (PhD, University of Calgary, 2010-2014)
- Prakash Das (PhD, University of Calgary, 2007-2014)
- Rosa Hendijani (PhD, University of Calgary, 2009-2013)
- Rhiannon McDonnell (PhD, University of Calgary, 2010-2012)
- Bonnie Simpson (PhD, University of Calgary, 2008-2012)
- Roy George (PhD, University of Calgary, 2007-2010)

External examiner for:

- Trang Mai-McManus (PhD Dissertation in Marketing, University of Manitoba, 2022)
- Zack Krastel (PhD Dissertation in Marketing, Concordia University, 2021)
- Johannes Boegershausen (PhD Dissertation in Marketing, University of British Columbia, 2019)
- Juan Wang (PhD Dissertation in Marketing, Western University, 2016)
- Benjamin Boeuf (PhD Dissertation in Marketing, HEC Montreal, 2015)
- Maria Rumenova Aladjem (PhD Dissertation in Marketing, McGill University, 2010)
- Maud Tyrbas (MBA Thesis in Marketing, Laval University, 2009)
- Davina Tahraoui (MBA Thesis in Marketing, Laval University, 2009)

External/Internal examiner for:

- Mehrsa Ehsani (PhD Candidacy in Entrepreneurship, University of Calgary, 2022)
- Mohammadreza Shahsahebi (PhD Candidacy in Operations Management, University of Calgary, 2022)
- Aidan Dumaisnil (PhD Candidacy in OBHR, University of Calgary, 2019)
- Steve Granger (PhD Candidacy in OBHR, University of Calgary, 2018)
- Mark Szabo (PhD Dissertation in EVDS, University of Calgary, 2016)
- Leila Soleimani (PhD Candidacy in Entrepreneurship, University of Calgary, 2016)
- Hadi Fariborzi (PhD Candidacy in Strategy, University of Calgary, 2015)
- Joshua Riker-Fox (MBA Thesis, University of Calgary, 2013)
- Nancy Southin (PhD Candidacy in Operations Management, University of Calgary, 2012)
- Akolisa Ufodike (PhD Candidacy in Accounting, University of Calgary, 2011)
- Julia Sutherland (Masters Thesis in Communication and Culture, University of Calgary, 2009)
- Andrew Sullivan (Masters Thesis in Centre for Military & Strategic Studies, University of Calgary, 2008)

Directed study supervisor for Vincent Tung (PhD, 2010); Trevor Warne (MBA, 2011); Ryan Hartung (MBA, 2010); and Kathryn Clarke (BCOMM, 2011)

Training and supervision of undergraduate research assistants: Jayeon Ma (2020), Shiva Bahaeimoghadam (2019), Christina Rash (2014), Aliya Noorani (2013 – 2014), Nadine Garrison (2012 – 2013), Colleen Sherring (2011 – 2012); Lindsay Johnson (2011 - 2012); Alysha Rozon (2010-12); Madelynn Matthews (2009-10); Rachel Gabel (2009); and Tara Dundas (2008).

## **Service to the Academic Community**

Adjudication Committee Member (SSHRC Insight Grant)

External Evaluator, Tenure and Promotion, Shanghai University of Finance and Economics

Editorial board member *Canadian Journal of Administrative Sciences*

Ad-hoc reviewer for:

- *Journal of Marketing Research*
- *Journal of Consumer Research*
- *Journal of Consumer Psychology*
- *Journal of the Academy of Marketing Science*
- *Personality and Social Psychology Bulletin*
- *Journal of Experimental Psychology: Applied*
- *Journal of Product Innovation Management*
- *Journal of Economic Psychology*
- *PLoS ONE*
- *Journal of Business Research*
- *Journal of Business Ethics*
- *European Journal of Marketing*
- *Journal of Consumer Behaviour*
- *International Journal of Sports Marketing and Sponsorship*
- *JMIR Public Health and Surveillance*

- *Preventive Medicine Reports*

Conference reviewer and occasional session chair for the Association for Consumer Research (ACR), the American Marketing Association (AMA), the Society for Consumer Psychology (SCP), the Administrative Science Association of Canada (ASAC), the Academy of Marketing Science (AMS), and the Society for Marketing Advances (SMA)

Grant proposal reviewer for SSHRC (Standard Research Grant, Insight Grant) and for the Marketing Science Institute

### **Service to the University and Community Outreach**

Conjoint Faculty Research Ethics Board (CFREB), University of Calgary (2018-2024)

Merit, Tenure, and Promotion Process Committee, Haskayne School of Business (2023-present)

Research Advisory Committee, Haskayne School of Business (2011-2013 and 2022-present)

MBA program committee, Haskayne School of Business (2019-2021)

Faculty Tenure and Promotion Committee, Dean's Appointee (2018-2019)

Chair, Marketing Faculty Search Committee, Haskayne School of Business (2015, 2016, 2017, and 2019)

Chair, Entrepreneurship Faculty Search Committee, Haskayne School of Business (2016)

Research & Scholarship Leave Committee, Haskayne School of Business (2011-2012 and 2015-2016)

Academic Appointment Review Committee, Haskayne School of Business (2013-2014)

Coordinator of the marketing research subject pool (2010-2020)

Academic Standing Committee (Alternate), Haskayne School of Business (2009-2010)

Haskayne Representative to the Faculty of Kinesiology (2011-2012)

Haskayne Representative to the Faculty of Communication and Culture (2009-2010)

Assisted the City of Airdrie in conducting a Waste and Recycling Public Engagement study (2020-2022)

Assisted the Government of Alberta and Winsport Canada in conducting an Olympic Legacy Study (2011)

Media appearances, including on CBC The National, Radio Canada Alberta, OMNI News, Calgary Herald, The Montreal Gazette, The Globe and Mail, and The National Post.

### **Honors and Awards**

Social Sciences and Humanities Research Council of Canada (SSHRC) Insight Grant (\$97,070) as principal investigator (2021-2024)

Social Sciences and Humanities Research Council of Canada (SSHRC) Insight Development Grant (\$53,480) as principal investigator (2019-2021)

Transformative Research Grant Program (\$240,500): Improving Health Care Practices and Processes through Behavioural Change, as core team member (2018 – 2022)

Social Sciences and Humanities Research Council of Canada (SSHRC) Standard Research Grant (\$64,800) as principal investigator (2010-2013)

Haskayne Research Professorship in Marketing (2014-2018)

Haskayne PhD Students' Award for Outstanding Teaching (2019)

GREAT Supervisor Award, Faculty of Graduate Studies (2014)

Outstanding Reviewer Award, Canadian Journal of Administrative Sciences (2016)

Dean's Award for Outstanding New Scholar (2010, honorable mention)

Joe Kelly Award, awarded to the best doctoral thesis in the John Molson School of Business (2006)

Academy of Marketing Science / Mary Kay Doctoral Dissertation Award (2006, finalist)

Valedictorian at the Concordia University Fall Graduation Ceremony (2005)

AMA-Sheth Foundation Doctoral Consortium Fellow (2004)

SMA Doctoral Consortium Fellow (2003).

Concordia University PhD program fellowship (2001)

Rector's Academic Award for the varsity athlete with the highest academic achievement (2001-2002 and 2002-2003)