

**THE UNIVERSITY OF BRITISH COLUMBIA**  
***Curriculum Vitae for Faculty Members***

**Date:** March 2019

**Initials:** DWD

1. **SURNAME:** DAHL **FIRST NAME:** Darren  
**MIDDLE NAME(S):** William
2. **DEPARTMENT/SCHOOL:** Marketing Division
3. **FACULTY:** Sauder School of Business
4. **PRESENT RANK:** Full Professor **SINCE:** 2007

5. **POST-SECONDARY EDUCATION**

University or Institution	Degree	Subject Area	Dates
University of British Columbia, B.C.	PhD	Marketing	1998
University of Alberta, Alberta	BComm	Accounting	1992
Securities Commission, Alberta	CSC		1992

**Title of Dissertation and Name of Supervisor**

Visual Mental Imagery in Product Design (1998) – Gerald J. Gorn/Amitava Chattopadhyay (co-chairs)

6. **EMPLOYMENT RECORD**

(a) *Prior to coming to UBC*

University, Company or Organization	Rank or Title	Dates
University of Manitoba	Associate Professor	2002
Hong Kong University of Science and Technology	Visiting Assistant Professor	2001
University of Manitoba	Assistant Professor	1998 – 2002
Hong Kong University of Science and Technology	Visiting Lecturer	1997

(b) *At UBC*

Rank or Title	Dates
Senior Associate Dean, Faculty Director, Robert H. Lee Graduate School	2015 – present
Full Professor B.C. Innovation Council Professor	2013 – present
Senior Associate Dean, Faculty and Research	2012 – 2014
Full Professor Fred H. Siller Professor in Applied Marketing Research	2007 – 2013
Associate Professor Fred H. Siller Professor in Applied Marketing Research	2002 – 2007

(c) *Date of granting of tenure at U.B.C.: July 1, 2002*

## **7. LEAVES OF ABSENCE**

<b>University, Company or Organization at which Leave was taken</b>	<b>Type of Leave</b>	<b>Dates</b>
Columbia University – Visiting Professor	Sabbatical	Fall 2008
Stanford University – Visiting Professor	Sabbatical	Winter 2009
University of Sydney Australia – Visiting Professor	Sabbatical	Spring 2009
Delft University of Technology – Visiting Professor	Sabbatical	Summer 2009
HKUST – Hong Kong Jockey Club Visiting Professor	Leave	Summer 2016

## **8. TEACHING**

(a) *Areas of special interest and accomplishments*

Marketing management/strategy  
 Marketing research  
 Consumer behavior  
 New venture design/entrepreneurship  
 Creativity

(b) *Courses Taught at UBC*

<b>Session</b>	<b>Course Number</b>	<b>Topic</b>	<b>Program</b>
2010-2011	Comm365/Bama508	Market Research	BComm/MM
2010	Baen580	Entrepreneurship	IMBA
2009-2013, 2018-	Comm486k/Bama562	Creativity	BComm/MBA/MM
2003-2013	Comm466	New Venture Design	BComm
2003-2008	Bama500	Marketing Strategy	MBA (FT-PT)
2002-2010	Comm660/662	Consumer Behavior	PHD
2002-2012	Comm363	Strategic Management in Marketing	BComm
2018-	BA501	Business Strategy	PMBA

(c) *Graduate Students Supervised and/or Co-Supervised*

<b>Student</b>	<b>Program</b>	<b>Grad Year</b>	<b>Supervisor (on Committee)</b>	<b>Placement</b>
Ekin Ok	Marketing-PHD	2021	Dahl/Griffin	
Wade Wade	Marketing-PHD	2021	Dahl/Hoegg	
Johannes Boegershausen	Marketing-PHD	2019	Dahl/Hoegg	UAmsterdam
Kirk Kristofferson	Marketing-PHD	2015	Dahl/White	Arizona State
Lea Dunn	Marketing-PHD	2014	Dahl/Hoegg	UWashington
Lily Lin	Marketing-PHD	2013	Dahl	Cal State – Los Angeles
Ravi Mehta	Marketing-PHD	2011	Dahl/Zhu	Ullinois Urbana-Champaign
Lan Jiang	Marketing-PHD	2010	Dahl/Hoegg	UOregon
Brent McFerran	Marketing-PHD	2009	Dahl	UMichigan
Miranda Goode	Marketing-PHD	2008	Dahl	UWestern Ontario (Ivey)
Kelley Main	Marketing-PHD	2004	Dahl/Darke	York U (Schulich)

Jennifer Argo	Marketing-PHD	2003	Dahl/Manchanda	UAlberta
Lidan Xu	Marketing-PHD, Illinois	2018	Mehta (Dahl)	Oklahoma St.
Freeman Wu	Marketing-PHD, Arizona St	2018	Morales (Dahl)	Vanderbilt
Thomas Allard	Marketing-PHD	2016	Griffin/White (Dahl)	Nanyang University
Sara Hanson	Marketing-PHD, Oregon	2016	Jiang (Dahl)	University of Richmond
Anjali Bal	Marketing-PHD, SFU	2012	Pitt (Dahl)	Dominican University
Lara Aknin	Psychology-PHD	2012	Dunn (Dahl)	Simon Fraser University
Chrissy Mitakakis	Marketing-PHD, Baruch	2012	Block (Dahl)	Iona College
Kelly Herd	Marketing-PHD, UC Boulder	2011	Moreau (Dahl)	UIndiana
Ruodan Shao	OB-PHD	2011	Skarlicki (Dahl)	City University – HK
Ellis Hende	Marketing-PHD, Delft	2010	Schoormans (Dahl)	UAmsterdam
Morgan Ward	Marketing-PHD, UTAustin	2010	Broniaczyk (Dahl)	SMU
David Walker	Ph.D., OB	2009	Skarlicki (Dahl)	UBC Okanagan
Sheena Yang	Human Kinetics-PHD	2010	Sparks (Dahl)	
Steven Glover	MIS-PHD	2008	Benbasat (Dahl)	Royal Roads
Lingyun Qiu	MIS-PHD	2006	Benbasat (Dahl)	Peking University
Meghan Gray	Human Ecology- MSC	2002	Horne (Dahl)	n/a
Laurence Ashworth	Marketing-PHD	2004	Darke (Dahl)	Queen's

(d) *Continuing Education Activities*

2015-continuing Marketing for Non-Marketers – EdX MicroMaster  
2018-continuing BCAA Executive Education Program – Program instructor  
2011-continuing BC Lotteries Corporation Executive Education Program – Program  
coordinator/instructor  
2011-continuing Strategy and Innovation Program – UBC Open Enrollment – Program  
coordinator/instructor  
2010-continuing Rocky Mountaineer Executive Education Program – Program instructor  
2003-continuing UBC Sales and Marketing Executives Program – Program coordinator/instructor  
2011-2018 Product Management Boot Camp – UBC Open Enrollment – Program instructor  
2015-2018 YVR Executive Education Program – Program coordinator/instructor  
2007-2017 Chinook (First Nations Education) Program – Program instructor  
2005-2015 UBC Open Enrollment (Marketing Strategy, Corporate Strategies for Growth,  
Marketing Research, Creativity, Integrated Management Program) – Program  
instructor  
2006-2012 IBI - Korea Program – Program instructor  
2008-2010 Accelerated Leadership Program – Program coordinator/instructor  
2006-2009 Cathay Pacific – Managing the Cathay Way – Program instructor  
2006-2007 Indian Institute of Management International MBA – Program instructor  
2004-2005 Brand Management (for Daehong Advertising) – Program coordinator/instructor

(e) *Visiting Lecturer (indicate university/organization and dates)*

Strathmore University (Kenya) – MBA program (2016)

University of Utah EMBA program (2015)  
 Next 36 – University of Toronto (Rotman) (2013, 2014)  
 Hong Kong Poly Tech University – DBA program (2008, 2009)  
 KTH Executive School/SIMI – Nordic Growth Management Program (2008)  
 Thammasatt University (Thailand) – MIM program (2005, 2006)  
 Indian School of Business - LIC program (2004)  
 Hong Kong University of Science and Technology (1998, 2001)

## 9. SCHOLARLY AND PROFESSIONAL ACTIVITIES

### (a) *Areas of special interest and accomplishments*

New product development and adoption  
 Creativity  
 Emotions in consumption contexts  
 Social influence  
 Social marketing

### (b) *Research or equivalent grants (indicate under COMP whether grants were obtained competitively (C) or non-competitively (NC))*

Granting Agency	Subject	\$	Year	Principal Investigator	Co-Investigate
SSHRC	Virtual Reality in Charitable Appeals	\$140,562	2019	Kirk Kristofferson	Darren Dahl
SSHRC	Consumer Reaction to Scarcity	\$157,380	2014	Darren Dahl	
SSHRC	Consumer Punishment	\$82,640	2011	Darren Dahl	
CFI	Consumer Creativity	\$242,378	2010	Darren Dahl	Juliet Zhu
MSI	Vanity Sizing	\$15,250	2010	Maura Scott	Darren Dahl JoAndrea Hoegg Andrea Morales
SSHRC	Visualization and Product Evaluation	\$68,650	2010	Min Zhao	Darren Dahl
SSHRC	Social Influence and Food Consumption	\$70,668	2008	Darren Dahl	
SSHRC	Positive Consumer Contagion	\$102,732	2007	Jennifer Argo	Darren Dahl
SSHRC	Product Newness Perceptions	\$84,012	2005	Darren Dahl	
SSHRC	Disassociative Social Influence	\$60,575	2005	Kate White	Darren Dahl
SSHRC	Guilt in a Retail Purchase Context	\$89,253	2004	Rajesh Manchanda	Darren Dahl
SSHRC	Reference Group Influence	\$83,660	2004	Jennifer Argo	Darren Dahl
UBC – HSS	Miscellaneous Topics (7)	\$27,874	2003-12	Darren Dahl	
SSHRC	Creative New Product Design	\$62,425	2002	Darren Dahl	
SSHRC	Speech and Broadcast Advertising	\$66,125	1999	Darren Dahl	Amitava Chattopadhyay
UM-SSHRC	Miscellaneous Topics (2)	\$7,200	1998-9	Darren Dahl	

### (c) *Invited Research Talks/Presentations*

2019

University of Melbourne, Melbourne, Australia  
 Georgetown, Washington DC, USA  
 Nanyang University, Singapore

2018

Shanghai University of Finance and Economics, Shanghai, China

Emory University, Atlanta, Georgia, USA  
 University of Alabama, Tuscaloosa, Alabama, USA  
 Erasmus University, Rotterdam, Netherlands

2017

Hebrew University, Jerusalem, Israel  
 University of Miami, Miami, Florida, USA  
 University of Louisville, Louisville, Kentucky, USA  
 Wharton School of Business, University of Pennsylvania, Philadelphia, USA  
 University of Oregon, Eugene, Oregon, USA  
 Shanghai University of Finance and Economics, Shanghai, China  
 University of Amsterdam - VU, Amsterdam, Netherlands  
 Judge Business School Research Camp, University of Cambridge, Cambridge, UK  
 IESEG, Paris, France  
 Washington State, Pullman, Washington, USA

2016

University of California, Irvine, California, USA  
 Harvard School of Business, Massachusetts, USA  
 McGill University, Montreal, Quebec, Canada  
 University of Georgia, Athens, Georgia, USA  
 Georgia State, Atlanta, Georgia, USA  
 University of Kentucky, Lexington, Kentucky, USA  
 University of Hawaii, Honolulu, Hawaii, USA  
 HKUST, Hong Kong, China  
 University of Utah, Salt Lake City, Utah, USA  
 University of Tel Aviv, Tel Aviv, Israel  
 Frankfurt School of Finance and Management, Frankfurt, Germany  
 UMPF, Grenoble, France

2015

UMPF, Grenoble, France  
 University of Manitoba, Winnipeg, Manitoba, Canada  
 Washington University, St. Louis, USA  
 Schulich Business School, York University, Toronto, Ontario, Canada  
 John Hopkins University, Baltimore, Maryland, USA  
 University of Houston, Houston, Texas, USA  
 Baruch College, New York, New York, USA  
 Hong Kong Polytechnic University, Hong Kong, China  
 Imperial College, London, England  
 Said Business School, Oxford, England  
 University of Groningen, Groningen, Netherlands  
 Shanghai University of Finance and Economics, Shanghai, China  
 Yonsei University, Seoul, Korea  
 Ewha Womans University, Seoul, Korea

2014

Shanghai University of Finance and Economics, Shanghai, China  
 Sheth Research Camp, University of Pittsburgh, Pittsburgh, Pennsylvania, USA  
 University of Nijmegen, Nijmegen, Netherlands  
 NEOMA School of Business, Paris, France  
 Florida State University, Tallahassee, Florida, USA  
 FGV-EBAPE, Rio de Janeiro, Brazil  
 Universidade Federal Do Parana, Curitiba, Brazil  
 RMIT, Melbourne, Australia

- University of Kansas, Kansas, USA  
 Boston College, Boston, Massachusetts, USA  
 KOC University, Istanbul, Turkey
- 2013  
 University of Illinois Urbana-Champaign, Illinois USA  
 Spring Research Camp, University of Minnesota, Minneapolis, Minnesota, USA  
 University of Arkansas, Fayette, Arkansas, USA  
 National University of Singapore, Singapore  
 Marketing Camp, Fudan University, Shanghai, China  
 Queensland University of Technology, Brisbane, Australia  
 Chinese University of Hong Kong, Hong Kong, China
- 2012  
 Marketing and Behavioural Science Workshop, Warwick Business School, London, UK  
 Marketing Research Forum, Cheung Kong GSB, Beijing, China  
 WU (University of Vienna Business and Economics), Vienna, Austria  
 San Diego Research Camp, University of San Diego, California, USA  
 Maastricht University, Maastricht, Netherlands  
 Reims Management School, Reims, France  
 Buck Weaver Symposium, MIT, Boston, Massachusetts, USA
- 2011  
 City University Hong Kong, China  
 Cornell University, Ithaca, New York, USA  
 RWTH Aachen University, Aachen, Germany  
 University of Alberta, Alberta, Canada  
 Spring Research Camp, INSEAD, Singapore  
 Customer Insights Conference, Yale University, Connecticut, USA  
 University of Southern California, California, USA  
 Brock University, Ontario, Canada  
 University of Michigan, Ann Arbor, Michigan, USA
- 2010  
 Winter Research Camp, Leuven, Belgium  
 University of Wisconsin-Madison, Wisconsin, USA  
 Fall Research Camp, HEC, Paris, France  
 UW-UBC Spring Research Camp, Washington, USA  
 Queen's University, Ontario, Canada  
 Brigham Young University, Utah, USA
- 2009  
 Winter Research Camp, HKUST, Hong Kong, China  
 Duke University, North Carolina, USA  
 Bocconi University, Milan, Italy  
 University of British Columbia, Okanagan, Canada  
 University of Sydney, Australia  
 Arizona State University, Arizona, USA  
 Stanford Graduate School of Business, California, USA
- 2008  
 New York University, New York, USA  
 Wharton School of Business, University of Pennsylvania, Philadelphia, USA  
 University of Alberta, Alberta, Canada  
 Fall Research Camp, Northwestern University, Illinois, USA  
 Summer Research Camp, Bilkent University, Ankara, Turkey  
 Hong Kong Poly Tech University, China

McGill University, Montreal, Canada  
 Erasmus University, Rotterdam, Netherlands  
 INSEAD, Singapore  
 Tsinghua University, Beijing, China

2007

University of Texas at Austin, Texas, USA  
 Chicago Graduate School of Business, Illinois, USA  
 Harvard School of Business, Massachusetts, USA  
 Schulich School of Business, York University, Ontario, Canada  
 Queen's University, Ontario, Canada

2006

Tools for Innovation Camp, University of Texas at Austin, Texas, USA  
 Columbia University, New York, USA

2005

Washington State University, Washington, USA  
 University of North Carolina – Chapel Hill, North Carolina, USA  
 Winter Research Camp, University of Southern California, California, USA

2004

UW-UBC Spring Research Camp, Washington, USA  
 National University of Singapore, Singapore  
 Hong Kong University of Science and Technology, Hong Kong, China

2001

University of British Columbia, British Columbia, Canada  
 University of Alberta, Alberta, Canada

2000

Brigham Young University, Utah, USA  
 INSEAD, Fontainebleau, France

(e) *Other Presentations*

Boss Annual Conference – “Creativity and Innovation”, Vancouver, British Columbia, (2018)

Summit Leaders Program – “Creativity in Business”, Vancouver, British Columbia, (2018)

AWCBC Staff Learning Symposium – “Nudge Nudge – Behavioural Economics”, Vancouver, British Columbia (2017)

PCMA Business School - “Creativity and Innovation in Business”, Vancouver, British Columbia (2016)

MIT University – “Drawing Outside the Lines: Creativity and Innovation in Business”, Calgary, Alberta/  
 Vancouver, British Columbia (2015)

MSI Immersion – “Strengthening Your Creative Leadership in your Organization”, Boston  
 Massachusetts (2015)

BC Crown Counsel – “Leadership: The Case for Creativity”, Whistler, British Columbia (2014)

Professional Women’ Network – “What’s the Point of Creativity”, Vancouver, British Columbia (2014)

YPO (Young Presidents Organization) – “Leading with Failure”, Vancouver, British Columbia, (2013)

Fashion Center Group – “The Complexity of Social Influence in a Retail Context”, Vancouver, British  
 Columbia (2011)

MSI Sources and Uses of Customer Insights – “The Role of Social Influence in Shaping Behavior” –  
 Chicago, Illinois (2011)

Morry Stein Conference, American Camp Association – “Consumer Behavior/Research”, White Plains,  
 New York (2007)

HCLABC Conference – “Leadership in a Shifting Landscape”, Vancouver, British Columbia (2007)

Vancouver Board of Trade Boot Camp – “How to Get the Most Bang for your Marketing Buck”,  
 Vancouver, British Columbia (2007)

IM Training Program FDC, Belo Horizonte Brazil – “Branding”, Vancouver, British Columbia (2007)  
 Innerviews Ontario – “Behavioural Heuristics of the Consumer”, Toronto, Ontario (2006)  
 CASPER British Columbia – “Marketing Research”, Vancouver, British Columbia (2006)  
 MSI Young Scholars - “Thinking Inside of the Box: Why Consumers Enjoy Constrained Creative Experiences” – Park City, Utah (2005)  
 Sales and Marketing Executives of Vancouver – “Rebranding Sauder”, Vancouver, British Columbia (2005)

(g) *Conference Participation (Organizer, Keynote Speaker, etc.)*

Developing Marketing Theory: Bigger, Bolder, Better? Keynote (2018) – Sydney, Australia  
 MSI Scholars Conference Co-Chair (2018) – Breckenridge, Colorado, USA  
 JACR Prosocial Consumer Behavior Co-Chair (2018) – Whistler, British Columbia, Canada  
 ANZMAC Conference Keynote (2017) – Melbourne, Australia  
 Consumer Journeys – Thought Leaders in Consumer-Based Strategy Keynote (2017) – Amsterdam, Netherlands  
 SCP Winter Conference Keynote (2017) – San Francisco, California, USA  
 CEIBS Marketing Conference Keynote – CEIBS (2016) – Shanghai, China  
 Haring Symposium Keynote – University of Indiana (2016) – Bloomington, Indiana  
 RMIT Retreat Keynote (2015) – Melbourne, Australia  
 KSMS International Conference Keynote (2015) – Seoul, Korea  
 SCP Europe Conference Co-Chair (2015) – Vienna, Austria  
 ACR Asia Pacific Keynote (2015) – Hong Kong, China  
 SCP Winter Conference Presidential Address (2014) – San Antonio, Texas, USA  
 ANPAD Conference Keynote (2014) – Gramado, Brazil  
 UNICON Conference Chair/Keynote (2012) – Vancouver, BC  
 Association for Consumer Research Conference Co-chair (2010) – Jacksonville, Florida  
 Marketing Scholar Forum VIII (2010) – Keynote speaker, Fudan University, Shanghai, China  
 PDMA Doctoral Consortium – Faculty Fellow – (2011, 2014)  
 AMA Doctoral Consortium – Faculty Fellow – (2010, 2012-2017)  
 SCP Doctoral Consortium – (2010, 2012-2014)  
 ACR Doctoral Consortium – (2006, 2009-2018)  
 Marketing Science Conference Co-chair (2008) – Vancouver, BC  
 Action Editor Association for Consumer Research Conference 2007  
 Association for Consumer Research Conference Program Committee (2004, 2006, 2013, 2018)  
 Association for Consumer Research Latin American Program Committee 2014  
 Advertising and Consumer Psychology 2006 Conference Program Committee  
 Group of Organizations and the Natural Environment Research 2006 Conference Program Committee

## 10. **SERVICE TO THE UNIVERSITY**

(a) *Memberships on committees, including offices held and dates*

Collective Agreement Negotiation Team, UBC (November 2018 – June 2019)  
 Director of the RHL Graduate School, Sauder (January 2016 - )  
 Conflict of Interest Committee, UBC (July 2012 - )  
 Senior Associate Dean, Sauder (July 2012 - )  
 Division Chair, Marketing (September 2009 – July 2012)  
 Point Grey Faculty Association Board, member (February 2006 – July 2012)  
 Sauder Branding Committee, member (September 2003 – August 2008, September 2009 – July 2012)



APT, member (September 2011 – July 2012)  
 Dean Search Committee, member (May 2011 – May 2012)  
 Sauder Strategy Committee, member (January 2011 – 2012)  
 MBA, ECM Development Committee, member (May 2010 – October 2011)  
 Acting Director - Communication, Sauder School (August 2010 – January 2011)  
 Entrepreneurship Curriculum Committee, member (October 2006 – August 2008)  
 APAC, member (August 2004 – March 2007)  
 Building Technology Committee, member (June 2006 – August 2006)  
 Programs and Curriculum Committee, member (September 2003 – July 2004)  
 Marketing Department Recruitment Committee (July 2002 – March 2003, July 2003 – December 2003, July 2004 - December 2004, July 2010 – December 2010, July 2011 – December 2011)

(b) *Other service, including dates*

MBA Specialization Coordinator (September 2002 – August 2008)  
 Faculty Advisor to the Manitoba International Marketing Competition (MIMC) UBC team (September 2002 – January 2008, September 2009 – January 2012)

## 11. **SERVICE TO THE COMMUNITY**

(a) *Memberships on scholarly societies, including offices held and dates*

Association for Consumer Research – President (2019)  
 Society for Consumer Psychology – President (2013)  
 Association for Consumer Research – Board of Directors (2008 - 2010)

Association for Consumer Research, member (1995 - continuing)  
 Society for Consumer Psychology, member (1998 - continuing)

(b) *Memberships on other societies, including offices held and dates*

### Boards

Family Enterprise Xchange – Board Member (2014 - 2016)

(c) *Memberships on scholarly committees, including offices held and dates*

(d) *Memberships on other committees, including offices held and dates*

(e) *Editorships (list journal and dates)*

Journal of the Association of Consumer Research, guest editor (2019)  
 Journal of Consumer Research, editor-in-chief (2014-2018), associate editor (2009-2014), editorial review board (2005-2009, 2018- )  
 Journal of Marketing Research, associate editor (2018- ), editorial review board (2008-2018)  
 Journal of Marketing, editorial review board (2011- )  
 Journal of the Academy of Marketing Science, editorial review board (2015- )  
 Journal of Consumer Psychology, editorial review board (2010-2013, 2018- )  
 International Journal of Research in Marketing, editorial review board (2009- )  
 Journal of Product Innovation Management, editorial review board (2013- )  
 Journal of Marketing Education, editorial review board (2013- )  
 Journal of Marketing Behavior, associate editor (2014), editorial review board (2014- )  
 Canadian Journal of Administrative Sciences, editor (2009-2012), editorial review board (2006- )  
 International Journal of Business and Emerging Markets, editorial review board (2007- )

(f) *Reviewer (journal, agency, etc. including dates)*

Ferber Award Judge – Journal of Consumer Research 2008

Ad hoc reviewer:

Management Science, Journal of Personality and Social Psychology, Journal of Public Policy & Marketing, Marketing Letters, Journal of Retailing, Journal of Interactive Marketing, Social Marketing Quarterly, The International Journal of Management Reviews, Journal of Business Research, The Journal of Retailing and Consumer Services, Journal of Applied Social Psychology, Cognitive Science, Psychological Science, Journal of Economic Psychology, Design Studies, Journal of Creative Behavior, Psychology, Health, & Medicine, AIDSCare, Journal for the Association of Consumer Research, Marketing Education Review.

Granting agency ad hoc reviewer:

SSHRC, Canadian Foundation for Innovation, RGC-Hong Kong, Nova Scotia Health Research Foundation, IDEX Université Grenoble Alpes, Israel Science Foundation, FWF Austrian Science Fund.

School reviewer:

Haskayne School of Business, University of Calgary – Faculty Review 2013  
National University of Singapore, Singapore – Department Review 2017

(g) *Consultant (indicate organization and dates)*

Vancouver Public Health (1996), GE-Camco (2000), Manitoba Public Insurance (2001), NRC - Institute for Biodiagnostics Research (2001), LuLuLemon Athletica (2003), Government of Kuwait (2003), Terra Housing (2005), Agent Provocateur (2006), Teekay Shipping (2006-2007), Hagensborg Foods (2006), Xerox (2006), Procter & Gamble (2007), Frito Lay (2008), LDB (2009), Earls Restaurants (2010), Sandoval Foods (2012), Skretting (2016), Tourism Vancouver (2017), Leith Wheeler (2017), YVR (2018).

## **12. AWARDS AND DISTINCTIONS**

(a) *Awards for Teaching (indicate name of award, awarding organizations, date)*

3M Teaching Fellow – (2012)

Business Professor of the Year Award (Final Four) – Economist Magazine (2012-13)

MBA Teaching Award – UBC (2008)

Talking Stick Award for Innovation in Teaching – UBC (2007)

CGA Graduate Master Teaching Award – UBC (2006)

Alma Mater Society Just Desserts Award – UBC (2006)

CUS Teaching Excellence Award – UBC (2004)

Golden Shovel Award – University of Manitoba (2002)

Merit Award (Teaching) – University of Manitoba (2001)

Student Union Teacher Recognition Award – University of Manitoba (2001)

Graduate Teaching Assistant Prize – UBC (1998)

Graduate Student Teaching Award – UBC (1996)

(b) *Awards for Scholarship (indicate name of award, awarding organizations, date)*

Killam Research Prize – UBC (2016)

Sauder Research Excellence Award (Senior) – UBC (2012)

Park Award for Outstanding Contribution to the Journal of Consumer Psychology – 2007 (2010)  
Journal of Consumer Research Best Article Award - 2005 (2008)  
Sauder Research Excellence Award (Junior) – UBC (2006)  
Marketing Science Institute Young Scholar – MSI (2005)  
Fred H. Siller Professorship in Applied Marketing Research – UBC (2003)  
F. Ross Johnson Fellow - University of Manitoba (2000)  
ASAC Best Canadian Doctoral Dissertation Award (2000)  
Associate's Research Award - University of Manitoba (1999)  
American Marketing Association, Fellow, Doctoral Consortium (1995)

*(c) Awards for Service (indicate name of award, awarding organizations, date)*

Journal of Consumer Psychology Reviewer Excellence Award (2010-2011)  
Journal of Consumer Research Outstanding Reviewer Award (2007-2008)  
Kiwanis Community Service Award (1986)

*(d) Other Awards*

Hong Kong - Canada Business Association Scholarship (1996-1997)  
University Graduate Fellowship - UBC (1995-1997)  
Entrepreneurship Research Alliance Research Fellow - UBC (1994-1995)  
E.D. MacPhee Graduate Fellowship – UBC (1993-1994)  
Keith V. Buchanan Memorial Scholarship in Accounting, University of Alberta (1992)  
Alexander Rutherford Scholarship (1986)

**THE UNIVERSITY OF BRITISH COLUMBIA**  
**Publications Record**

**SURNAME:** DAHL

**FIRST NAME:** Darren **Initials:** DWD

**MIDDLE NAME(S):** W. **Date:** March 2019

**1. REFEREED PUBLICATIONS**

(a) *Journals*

- 82) Klesse, Anne-Katherin, Yann Cornil, Darren W. Dahl, and Nina Gros “The Secret Ingredient is Me – Customization Prompts Self-Image Consistent Product Perceptions”, *Journal of Marketing Research*, (forthcoming).
- 81) Wang, Helen Si, Charlie H. Noble, Darren W. Dahl, and Sungho Park “Successfully Communicating a Co-Created Innovation”, *Journal of Marketing*, (forthcoming).
- 80) Mehta, Ravi and Darren W. Dahl “Creativity: Past, Present, and Future”, *Consumer Psychology Review*, (forthcoming).
- 79) Hanson, Sara, Lan Jiang, and Darren W. Dahl “Enhancing Consumer Engagement in an Online Brand Community via User Reputation Signals: A Multi-Method Analysis”, *Journal of the Academy of Marketing Science*, (forthcoming).
- 78) Morales, Andrea C., Darren W. Dahl, and Jennifer Argo (2018) “Amending the Law of Contagion: A General Theory of Property Transference”, *Journal of the Association of Consumer Research*, 3(4), 555-565.
- 77) Wang, Chen, Jo Andrea Hoegg, and Darren W. Dahl (2018) “The Impact of a Sales Team's Perceived Entitativity on Customer Satisfaction”, *Journal of the Academy of Marketing Science*, 46(2), 190-211.
- 76) Mugge, Ruth, Jan P.L. Schoormans, and Darren W. Dahl (2018) “‘What You See is what You Get?’ Guidelines for Influencing Consumers' Perceptions of Consumer Durables through Product Appearance”, *Journal of Product Innovation Management*, 35(3), 309-320.
- 75) Kristofferson, Kirk, Cait Lamberton, and Darren W. Dahl (2018) “Can Brands Squeeze Wine from Sour Grapes? The Importance of Self-Esteem in Understanding Envy's Effects”, *Journal of the Association of Consumer Research*, 3(2), 229-239.
- 74) Argo, Jennifer J. and Darren W. Dahl (2018) “Standards of Beauty: The Impact of Mannequins in the Retail Context”, *Journal of Consumer Research*, 44(5), 974-990.
- 73) Umashankar, Nita, Morgan K. Ward, and Darren W. Dahl (2017) “The Benefit of Becoming Friends: Complaining after Service Failures Leads to Customers with Strong Ties to Increase Loyalty,” *Journal of Marketing*, 81(6), 79-98.
- 72) Chae, Boyoun, Darren W. Dahl, and Rui (Juliet) Zhu (2017) ““Our” Brand's Failure Leads to “Their” Product Derogation”, *Journal of Consumer Psychology*, 27(4), 466-472.
- 71) Mehta, Ravi, Darren W. Dahl, and Rui (Juliet) Zhu (2017) “Social-Recognition versus Money?”

Exploring the Effects of Creativity Contingent External Rewards on Creativity”, *Journal of Consumer Research*, 44(3), 536-553.

- 70) Kristofferson, Kirk, Brent McFerran, Andrea C. Morales, and Darren W. Dahl (2017) “The Dark Side of Scarcity Promotions: How Exposure to Limited-Quantity Promotions Can Induce Aggression”, *Journal of Consumer Research*, 43(5), 683-706.
- 69) Olson, Jenny G., Brent McFerran, Andrea C. Morales, and Darren W. Dahl (2016) “Wealth and Welfare: Divergent Moral Reactions to Ethical Consumer Choices”, *Journal of Consumer Research*, 42(6), 879-896.
- 68) White, Katherine, Lily Lin, Darren W. Dahl, and Robin Ritchie (2016) “When do Consumers Avoid Imperfections? Superficial Packaging Damage as a Contamination Cue”, *Journal of Marketing Research*, 53 (1) 110-123.
- 67) Martins, Chrissy M., Lauren G. Block, and Darren W. Dahl (2015) “Can Hand Washing Influence Hedonic Food Consumption?”, *Psychology & Marketing*, 32(7), 742-750.
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