

**EUGENE Y. CHAN** (陈宇轩)*Curriculum Vitae*

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**Academic Positions**

2022- Associate Professor of Marketing, Toronto Metropolitan University  
*formerly Ryerson University*  
 2020-22 Associate Professor of Consumer Science, Purdue University  
 2017-20 Senior Lecturer in Marketing, Monash University  
 2014-17 Lecturer in Marketing, University of Technology Sydney  
 2015 Visiting Assistant Professor of Business, University of Ljubljana

**Education History**

2014 PhD in Marketing, University of Toronto  
 2007 MA in Social Psychology, University of Chicago  
 2006 AB in Honors Psychology, University of Michigan  
 2004-5 Visiting Reader in Psychology and Philosophy, University of Oxford  
 2003 ARCT (Hons) in Piano Performance, Royal Conservatory of Music

**Bibliometrics** by  Scholar

Citations = 885  
*h*-index = 18  
*i*10-index = 26

**Peer-Reviewed Publications**

[\*Corresponding author; <sup>1</sup>Undergraduate student, <sup>2</sup>Graduate student]

***Accepted***

1. Chan, Eugene\* and Ali Gohary<sup>2</sup>, "To Whom Does Destination Anthropomorphism Appeal? Power and Perceived Control," *Journal of Travel Research*, accepted March 2022. [IF = 10.982 | ABDC = A\*]
2. Verhoff, Stephen David<sup>1</sup> and Eugene Y. Chan, "[Acceptance of Vulgarity in Marketing: The Moderating Roles of Product Type and Consumers' Political Ideology](#)," *Australasian Marketing Journal*, accepted March 2022. [ABDC = A]

3. Gohary, Ali<sup>\*2</sup>, Aakash Shah<sup>2</sup>, and Eugene Y. Chan, “Do Political Actions Affect Country Image and Travel Intentions? The Case of COVID-19,” *Tourism Recreation Research*, accepted January 2022. [IF = 3.030]
4. Chan, Eugene Y.\* and Jack Lin<sup>1</sup>, “Political Ideology and Psychological Reactance: How Serious Should Climate Change Be?,” *Climatic Change*, accepted January 2022. [IF = 5.633]
5. Gohary, Ali<sup>\*2</sup>, Aakash Shah<sup>2</sup>, Seyed Roham Hosseini, Eugene Y. Chan, and Fatima Madani<sup>2</sup>, “God Salience and Tourists’ Pro-Environmental Behavior,” *Annals of Tourism Research*, accepted September 2021. [IF = 9.011 | ABDC = A\*]
6. Chan, Eugene Y.\*, Gavin Northey, and Sylvie Borau, “Economic Conservatism Predicts Preference for Automated Products,” *Journal of the Association for Consumer Research*, accepted August 2021. [ABDC = B]
7. Wang, Liangyan\*, Eugene Y. Chan, Haipeng (Allan) Chen, Han Lin, and Xinzhan Shi, “When the ‘Charm of Three’ Fades: Mental Imagery Moderates the Impact of the Number of Ad Claims on Persuasion,” *Journal of Consumer Psychology*, accepted May 2021. [IF = 5.660 | ABDC = A\* | FT50]

### **Published**

1. Huang, Jingya<sup>2</sup>, Liangyan Wang\*, and Eugene Y. Chan, “Larger = More Attractive? Image Size on Food Packages Influences Purchase Likelihood,” *Psychology and Marketing*, 39 (6), 1257-1266. [IF = 2.939 | ABDC = A]
1. Chan, Eugene Y.\* and Najam U. Saqib (2022), “How Long Has It Been? Self-Construal and Subjective Time Perception,” *Personality and Social Psychology Bulletin*, 48 (4), 624-637. [IF = 5.089 | ABDC = A\*]
2. Chan, Eugene Y. (2022), “Brightness Motivates Healthy Behaviors: The Role of Self-Accountability,” *Environment and Behavior*, 54 (2), 363-382. [IF = 6.222]
3. Chan, Eugene Y.\* and Felix Septianto (2022), “Disgust Predicts Charitable Giving: The Role of Empathy,” *Journal of Business Research*, 142, 946-956. [IF = 7.550 | ABDC = A]
4. Meng, Yan and Eugene Y. Chan\* (2022), “Traffic Light Signals and Healthy Food Choice: Investigating Gender Differences,” *Psychology and Marketing*, 39 (2), 360-369. [IF = 2.939 | ABDC = A]
5. Chan, Eugene Y.\* and Amy A. Faria<sup>2</sup> (2022), “Political Ideology and Climate Change-Mitigating Behaviors: Insights from Fixed World Beliefs,” *Global Environmental Change*, 72, 102440. [IF = 9.523]
6. Longmire, Sierra J.<sup>2</sup>, Eugene Y. Chan\*, and C. Aaron Lawry (2021), “Find Me Strength in Things: Fear Can Explain Materialism,” *Psychology and Marketing*, 38 (12), 2247-2258. (Lead article) [IF = 2.939 | ABDC = A]

7. Chan, Eugene Y. (2021), "[Saving Mr. Water: Anthropomorphizing Water Promotes Water Conservation](#)," *Resources, Conservation and Recycling*, 174, 105814. [IF = 10.204]
8. Chan, Eugene Y.\* and Najam U. Saqib (2021), "[The Moderating Role of Processing Style in Risk Perceptions and Risky Decision-Making](#)," *Journal of Behavioral Decision Making*, 34 (2), 290-299. [IF = 2.438 | ABDC = A]
9. Chan, Eugene Y.\* and Mauricio Palmeira (2021), "[Political Ideology Moderates Consumer Responses to Brand Crisis Apologies for Data Breaches](#)," *Computers in Human Behavior*, 121, 106801. [IF = 6.829 | ABDC = A]
10. Chan, Eugene Y.\* and Najam U. Saqib (2021), "[Privacy Concerns Can Explain Unwillingness to Download and Use Contact Tracing Apps When COVID-19 Concerns are High](#)," *Computers in Human Behavior*, 119, 106718. [IF = 6.829 | ABDC = A]
11. Chan, Eugene Y. (2021), "[Moral Foundations Underlying Behavioral Compliance During the COVID-19 Pandemic](#)," *Personality and Individual Differences*, 171, 110463. [IF = 3.004 | ABDC = A]
12. Chan, Eugene Y. (2021), "[Low Voice Pitch in Orally Delivered Recommendations Can Increase Compliance with Hand Sanitizer Use Among Young Adults](#)," *Behavioral Science and Policy*, 6 (2), 35-42.
13. Chan, Eugene Y. (2021), "[LGB+ Identification and Donations to Hurricane Irma Victims: The Role of Empathy](#)," *Journal of Philanthropy and Marketing*, 26 (2), e1691. [ABDC = B]
14. Chan, Eugene Y.\* and Gavin Northey (2021), "[Luxury Goods in Online Retail: How High/Low Positioning Influences Consumer Processing Fluency and Preference](#)," *Journal of Business Research*, 132, 136-145. [IF = 7.550 | ABDC = A]
15. Orazi, Davide C.\*, Jiemiao Chen, and Eugene Y. Chan (2021), "[To Erect Temples to Virtue: Effects of State Mindfulness on Other-Focused Ethical Behaviors](#)," *Journal of Business Ethics*, 169 (4), 785-798. [IF = 7.830 | ABDC = A | FT50]
16. Chan, Eugene Y. (2021), "[The Consumer in Physical Pain: Implications for the Pain-of-Paying and Pricing](#)," *Journal of the Association for Consumer Research*, 6 (1), 10-20. **(Lead article)** [ABDC = B]
17. Chan, Eugene Y.\* and Yan Meng (2021), "[Color Me Moral: White and Black Product Colors Influence Prosocial Behaviors](#)," *Psychology and Marketing*, 38 (1), 212-224. [IF = 2.939 | ABDC = A]
18. Chan, Eugene Y. (2020), "[Political Conservatism and Anthropomorphism: An Investigation](#)," *Journal of Consumer Psychology*, 30 (3), 515-524. [IF = 5.660 | ABDC = A\* | FT50]
19. Northey, Gavin\* and Eugene Y. Chan (2020), "[Political Conservatism and Preference for \(A\)symmetric Brand Logos](#)," *Journal of Business Research*, 115, 149-159. [IF = 7.550 | ABDC = A]

20. Landy, Justin F.\*, Miaolei Liam Jia, Isabel L. Ding, Domenico Viganola,... Eugene Y. Chan,... and Eric L. Uhlmann (2020), "[Crowdsourcing Hypothesis Tests: Making Transparent How Design Choices Shape Research Results](#)," *Psychological Bulletin*, 146 (5), 451-479. [IF = 28.705 | ABDC = A\*]
21. Chan, Eugene Y.\* and Sam J. Maglio (2020), "[The Voice of Cognition: Active and Passive Voice Influence Distance and Construal](#)," *Personality and Social Psychology Bulletin*, 46 (4), 547-558. [IF = 5.089 | ABDC = A\*]
22. Chan, Eugene Y. (2019), "[Social \(Not Fiscal\) Conservatism Predicts Deontological Ethics](#)," *Acta Psychologica*, 198, 102867. [IF = 1.734 | ABDC = A]
23. Madani, Fatemehalsadat (Fatima)<sup>2</sup>, Ali Gohary<sup>\*2</sup>, and Eugene Y. Chan (2020), "[Motivations Behind Visiting Unplanned Tourist Attractions: An Iranian Context](#)," *Current Issues in Tourism*, 23 (8), 947-951. [IF = 7.430 | ABDC = A]
24. Orazi, Davide C.\* and Eugene Y. Chan (2020), "[They Did Not Walk the Green Talk!:' How Information Specificity Influences Consumers' Evaluations of Disconfirmed Environmental Claims](#)," *Journal of Business Ethics*, 163 (1), 107-123. [IF = 7.830 | ABDC = A | FT50]
25. Gohary, Ali<sup>\*2</sup>, Lida Pourazizi, Fatemehalsadat (Fatima) Madani<sup>2</sup>, and Eugene Y. Chan (2020), "[Examining Iranian Tourists' Memorable Experiences on Destination Satisfaction and Behavioral Intentions](#)," *Current Issues in Tourism*, 23 (2), 131-136. **(Lead article)** [IF = 7.430 | ABDC = A]
26. Chan, Eugene Y. (2019), "[Dirty Weekends and Personal Hygiene Products: The Embodiment of Casual Sex in Marketing](#)," *Psychology and Marketing*, 36 (6), 587-596. [IF = 2.939 | ABDC = A]
27. Chan, Eugene Y.\* and Jasmina Illicic (2019), "[Political Ideology and Brand Attachment](#)," *International Journal of Research in Marketing*, 36 (4), 630-646. [IF = 4.513 | ABDC = A\*]
28. Chan, Eugene Y.\* and Natalina Zlatevska (2019), "[Is Meat Sexy? Meat Preference as a Function of the Sexual Motivation System](#)," *Food Quality and Preference*, 74, 78-87. [IF = 5.565 | ABDC = A]
29. Chan, Eugene Y.\* and Natalina Zlatevska (2019), "[Jerkies, Tacos, and Burgers: Subjective Socioeconomic Status and Meat Preference](#)," *Appetite*, 132, 257-266. [IF = 3.868 | ABDC = A]
30. Chan, Eugene Y. (2019), "[Mindfulness and Willingness to Try Insects as Food: The Role of Disgust](#)," *Food Quality and Preference*, 71, 375-383. [IF = 5.565 | ABDC = A]
31. Chan, Eugene Y.\* and Yitong Wang (2019), "[Mindfulness Changes Construal Level: An Experimental Investigation](#)," *Journal of Experimental Psychology: General*, 148 (9), 1656-1664. [IF = 5.874 | ABDC = A\*]
32. Chan, Eugene Y. (2019), "[Exposure to National Flags Reduces Tax Evasion: Evidence from the United States, Australia, and Britain](#)," *European Journal of Social Psychology*,

- 49 (2), 300-312. [IF = 3.376 | ABDC = A]
33. Chan, Eugene Y.\* and Sam J. Maglio (2019), "[Coffee Cues Elevate Arousal and Reduce Level of Construal](#)," *Consciousness and Cognition*, 70, 57-69. [IF = 2.444]
34. Chan, Eugene Y. (2019), "[The Politics of Intent: Political Orientation Influences Organ Donation Intentions](#)," *Personality and Individual Differences*, 142, 255-259. (**Lead article**) [IF = 3.004 | ABDC = A]
35. Chan, Eugene Y. (2019), "[Political Orientation and Physical Health: The Role of Personal Responsibility](#)," *Personality and Individual Differences*, 141, 117-122. [IF = 3.004 | ABDC = A]
36. Chan, Eugene Y. (2019), "[Mindfulness Promotes Sustainable Tourism: The Case of Uluru](#)," *Current Issues in Tourism*, 22 (13), 1526-1530. [IF = 7.430 | ABDC = A]
37. Chan, Eugene\* and Yitong Wang (2018), "[Rejecting Options from Large and Small Choice Sets: The Mediating Role of Confidence](#)," *European Journal of Marketing*, 52 (9/10), 1845-1863. [IF = 4.687 | ABDC = A\*]
38. Chan, Eugene\* and Najam Saqib (2018), "[Reversing the Endowment Effect by Empowering Buyers and Sellers](#)," *European Journal of Marketing*, 52 (9/10), 1827-1844. [IF = 4.687 | ABDC = A\*]
39. Chan, Eugene Y. (2018), "[Climate Change is the World's Greatest Threat—In Celsius or Fahrenheit?](#)," *Journal of Environmental Psychology*, 60, 21-26. [IF = 5.192]
40. Chan, Eugene Y. (2018), "[Handedness and Religious Beliefs: Testing the Two Possible Accounts of Authoritarianism and Belief Updating](#)," *Personality and Individual Differences*, 127, 101-106. [IF = 3.004 | ABDC = A]
41. Chan, Eugene Y. (2017), "[Self-Protection Promotes Altruism](#)," *Evolution and Human Behavior*, 38 (5), 667-673. [IF = 4.178]
42. Chan, Eugene Y. (2017), "[Exposure to the American Flag Polarizes Democratic-Republican Ideologies](#)," *British Journal of Social Psychology*, 56 (4), 809-818. [IF = 4.691 | ABDC = A]
43. Chan, Eugene Y. (2016), "[Re-Construing Politics: The Dual Impacts of Abstraction on Political Ideology](#)," *European Journal of Social Psychology*, 46 (5), 649-656. [IF = 3.376 | ABDC = A]
44. Chan, Eugene Y.\* and Najam U. Saqib (2015), "[Online Social Networking Increases Financial Risk-Taking](#)," *Computers in Human Behavior*, 51 (A), 224-231. [IF = 6.829 | ABDC = A]
45. Chan, Eugene Y. (2015), "[Physically-Attractive Males Increase Men's Financial Risk-Taking](#)," *Evolution and Human Behavior*, 36 (5), 407-413. [IF = 4.178]
46. Chan, Eugene Y. (2015), "[Endowment Effect for Hedonic But Not Utilitarian Goods](#)," *International Journal of Research in Marketing*, 32 (4), 439-441. [IF = 4.513 | ABDC =

A\*]

47. Chan, Eugene Y. (2015), "[Attractiveness of Options Moderates the Effect of Choice Overload](#)," *International Journal of Research in Marketing*, 32 (4), 425-427. [IF = 4.513 | ABDC = A\*]
48. Saqib, Najam U.\* and Eugene Y. Chan (2015), "[Time Pressure Reverses Risk Preferences](#)," *Organizational Behavior and Human Decision Processes*, 130 (C), 58-68. [IF = 4.941 | ABDC = A\* | FT50]

### **Book Chapter**

1. Soman, Dilip, Amar Cheema, and Eugene Y. Chan (2011), "Understanding Consumer Psychology to Avoid Abuse of Credit Cards," in David G. Mick, Simone Pettigrew, Connie Pechmann, and Julie L. Ozanne (eds.), *Transformative Consumer Research for Personal and Collective Well-Being* (pp. 423-444), New York: Routledge.

### **Textbook**

1. Hoyer, Wayne D., Deborah J. MacInnis, Rik Pieters, Eugene Chan, and Gavin Northey (2020), *Consumer Behavior: 2<sup>nd</sup> Asia-Pacific Edition*, Melbourne, Australia: Cengage.

### **Other Publications**

1. Chan, Eugene (2019, September 23), "[Turns Out If You're Conservative, You're More Likely to be Healthy](#)," *10daily*.
2. Chan, Eugene (2019, April 28), "[Can You Get a Buzz from Coffee Without Drinking It?](#)," *Thrive Global*.
3. Chan, Eugene (2018, September 3), "[Reducing Tax Evasion: What Have National Flags Got to Do with It?](#)," *Austaxpolicy*.
4. Chan, Eugene (2018, June 25), "[The Role of Evolution in a Helping Hand](#)," *Science Trends*.
5. Chan, Eugene (2004, October), "[The Importance of Introductory Psychology Courses](#)," *American Psychological Society Observer*, 17.
6. Chan, Eugene (2003, December), "Martin Takes Helm of Canada," *Michigan Journal of International Affairs*, 1.
7. Chan, Eugene (1998, October 20), "Classical Influence is Everywhere," *Toronto Star*, p. F1.

### **Conference Attendance**

### ***Paper Presentations***

1. Chan, Eugene Y., Yan Meng, and Jerry Grimes (202), "Think of Others and You'll Spend Less! Self-Construals Influence Spending," Society for Consumer Psychology Boutique Conference, Singapore.
2. Northey, Gavin and Chan, Eugene Y. (2022), "The Height of Luxury: Vertical Location Matters in Advertisements for High Status Items," American Collegiate Retailing Association, New Orleans, LA.
3. Chan, Eugene Y. (2022), "Numerosity in the Fitting Room: Implications of International Size Conversion for Perceived Fit," American Collegiate Retailing Association, New Orleans, LA.
4. Chan, Eugene Y. (2022), "The Effect of Political Ideology on the Use of Online Reviews," Marketing Analytics Symposium Sydney, Sydney, Australia.
5. Chan, Eugene Y. (2021), "Using Voice Pitch in Orally Delivered Recommendations to Increase Compliance with Hand Sanitizer Use Among Young Adults," AMA Marketing + Public Policy Conference (virtual).
6. Chan, Eugene Y. (2021), "The Consumer in Physical Pain: Implications for the Pain-of-Paying and Pricing," JACR Webinar on Behavioral Pricing, Gatton School of Business, University of Kentucky (virtual).
7. Gohary, Ali, Hean Tat Keh, and Eugene Chan (2020), "With God On My Side, I Have No Fear of Ultra-Processed Foods and Lack of Exercise," Association for Consumer Research (virtual).
8. Han, Eunha, Harmen Oppewal, Eugene Chan, and Luke Greencare (2020), "How Estimating One's Minimum or Maximum Spend Affects Total Expected Expenditure on a Shopping Trip," Association for Consumer Research (virtual).
9. Chan, Eugene Y., Yan Meng, and Jerry Grimes (2019), "Think of Others and You'll Spend Less! Self-Construals Influence Spending," INFORMS, Rome, Italy.
10. Chan, Eugene Y. and Jing Wan (2019), "Colour Me Morally: White and Black Product Colours Influence Prosocial Behaviours," La Londe Conference, La Londe-les-Maures, France.
11. Chan, Eugene Y. and Natalina Zlatevska (2018), "Jerkies, Burgers, and Tacos: Socioeconomic Status and Meat Preference," Australian and New Zealand Marketing Academy, Adelaide, Australia.
12. Chan, Eugene Y. and Natalina Zlatevska (2018), "Jerkies, Burgers, and Tacos: Socioeconomic Status and Meat Preference," Behavioural Eating Symposium, Deakin University, Melbourne, Australia.
13. Chan, Eugene Y. and Jing Wan (2018), "Product Colors Influence Charitable Giving: A Moral Regulation Account," The Conference on the Prosocial Consumer, Sauder School of Business, University of British Columbia, Whistler, Canada.

14. Chan, Eugene and Leona Tam (2018), "Political Ideology and Intertemporal Choice," INFORMS International, Taipei, Republic of China (Taiwan).
15. Chan, Eugene and Leona Tam (2017), "Political Ideology and Intertemporal Choice," Australian and New Zealand Marketing Academy, Melbourne, Australia.
16. Chan, Eugene and Davide Orazi (2017), "Thinking About Money Reduces Belief in God," Australian and New Zealand Marketing Academy, Melbourne, Australia.
17. Wang, Liangyan, Qin Wang, L. Robin Keller, and Eugene Chan (2017), "Counterfeits can benefit Original Brands When People are Caught Using Counterfeits: The Role of Face Restoration," Association for Consumer Research, San Diego, CA.
18. Chan, Eugene Y. (2016), "The Peak of Luxury: Vertical Height Enhances Perceived Prestige of Products," The Mystique of Luxury Brands Conference, Shanghai, China.
19. Saqib, Najam and Eugene Chan (2015), "The Role of Self-Construal in Shifting Preferences for Modernity," Australian and New Zealand Marketing Academy, Sydney, NSW, Australia.
20. Chan, Eugene Y. (2015), "Revisiting Risk-as-Feelings: Cognitive Processing Style Moderates the Affect Heuristic," INFORMS, Philadelphia, PA.
21. Chan, Eugene Y. and Najam U. Saqib (2015), "Online Social Networking Increases Financial Risk-Taking," Association for Consumer Research Asia-Pacific Conference, Hong Kong.
22. Chan, Eugene (2015), "The Role of Relative Income in Heuristic Decision-Making," Society for the Advancement of Behavioral Economics-Western Economic Association International, Honolulu, HI.
23. Chan, Eugene (2015), "Physically-Attractive Males Increase Men's Financial Risk-Taking," Society for Consumer Psychology, Phoenix, AZ.
24. Chan, Eugene and Najam U. Saqib (2014), "Online Social Networking Increases Financial Risk-Taking," Australian and New Zealand Marketing Academy, Brisbane, Australia.
25. Chan, Eugene (2014, December), "Communicating Climate Change Information—In Celsius or Fahrenheit?," Australian and New Zealand Marketing Academy, Brisbane, Australia.
26. Maglio, Sam and Eugene Chan (2014), "Coffee, Tea, and Caffeinated Cognition," Association for Consumer Research, Baltimore, MD.
27. Saqib, Najam and Eugene Chan (2013), "The Prior Loss Effect on Loss Aversion," Australian and New Zealand Marketing Academy, Auckland, New Zealand.
28. Wan, Jing and Eugene Chan (2013), "Colour Me Morally: White and Black Colours Influence Moral Behaviours," Association for Consumer Research, Chicago, IL.



29. Chan, Eugene and Najam U. Saqib (2013), "Loss Aversion Attenuates Under Time Pressure," Association for Consumer Research, Chicago, IL.
30. Chan, Eugene and Andrew Mitchell (2013), "The Tyranny of Utilitarian but Democracy of Hedonic Choices," Society for Consumer Psychology, San Antonio, TX.
31. Chan, Eugene Y. and Jing Wan (2012), "Discretionary Virtues: Licensing from 'Doing Good' versus 'Not Doing Bad'," Society for Judgment and Decision Making, Minneapolis, MN.
32. Chan, Eugene and Najam U. Saqib (2012), "Navigating the Waters: Regulating versus Using Feelings Toward Risky Choices," Association for Consumer Research, Vancouver, Canada.
33. Chan, Eugene and Eunice Kim Cho (2012), "On Higher Ground: Moral Thinking Leads to Abstract Processing," Association for Consumer Research, Vancouver, Canada.
34. Chan, Eugene and Eunice Kim Cho (2012), "On Higher Ground: Moral Thinking Leads to Abstract Processing," Society for Personality and Social Psychology, San Diego, CA.
35. Saqib, Najam and Eugene Chan (2009), "Preference Reversal in Risky Choices Under Time Pressure," Association for Consumer Research, Pittsburgh, PA.
36. Chan, Eugene (2006), "Reworking Rawls' 'Justice as Fairness,'" Pacific University Undergraduate Philosophy Conference, Forest Grove, OR.

### ***Poster Presentations***

1. Jung, Shinyong (Shawn) and Eugene Y. Chan (2021), "Challenges and Advantages of Online Group Project: A Case Study of Event Management Course," EuroCHRIE2021, Aalborg, Denmark.
2. Chan, Eugene Y. and Yitong Wang (2019), "Mindfulness Changes Construal Level: An Experimental Investigation," International Convention of Psychological Science, Paris, France.
3. Chan, Eugene Y. and Najam U. Saqib (2016), "The Moderating Role of Arousal in Affect's Influence on Risk Preference: When Happiness Means Risky Business," Society for Judgment and Decision Making, Boston, MA.
4. Chan, Eugene Y. (2015), "Power and Politics: Feeling Powerless Shifts Political Preference Towards Liberalism," Marketing and Public Policy Conference, Washington, DC.
5. Chan, Eugene and Jing Wan (2013), "Discretionary Virtues: Licensing from 'Doing Good' versus 'Not Doing Bad'," Society for Personality and Social Psychology, New Orleans, LA.
6. Chan, Eugene Y. and Jing Wan (2013), "Colour Me Morally: White and Black Colours

Influence Moral Behaviours,” Society for Personality and Social Psychology, New Orleans, LA.

7. Chan, Eugene Y. and Andrew Mitchell (2011), “Finding the Apple of My Eye: Categorization and Satisfaction from Hedonic Consumption,” Society for Personality and Social Psychology, San Antonio, TX.
8. Chan, Eugene Y. and Andrew Mitchell (2010), “Finding the Apple of My Eye: Categorization and Satisfaction from Hedonic Consumption,” Interdisciplinary Science of Consumption, University of Michigan, Ann Arbor, MI.
9. Chan, Eugene Y. and Andrew Mitchell (2010), “Finding the Apple of My Eye: Categorization and Satisfaction from Hedonic Consumption,” Southern Ontario Behavioural Decision Research Conference, Schulich School of Business, York University, Toronto, Canada.
10. Chan, Eugene Y. and Najam Saqib (2010), “Justification of Hedonic Consumption Pre- vs. Post-Consuming,” Southern Ontario Behavioural Decision Research Conference, Schulich School of Business, York University, Toronto, Canada.
11. Saqib, Najam and Eugene Chan (2009), “Preference Reversal in Risky Choices Under Time Pressure,” Association for Psychological Science, San Francisco, CA.
12. Chan, Eugene, Wilbert J. McKeachie, and Yi-Guang Lin (2006), “Belief in Gender Stereotypes as an Influence on Academic Performance Among College Women,” Stanford Undergraduate Psychology Conference, Stanford, CA.
13. Chan, Eugene, Wilbert J. McKeachie, and Yi-Guang Lin (2004), “Disciplinary Differences in Learning Strategies Among College Students,” American Psychological Society, Chicago, IL.
14. Chan, Eugene, Wilbert J. McKeachie, and Yi-Guang Lin (2004), “Disciplinary Differences in Learning Strategies Among College Students,” National Conference for Undergraduate Research, Indiana University-Purdue University Indianapolis, Indianapolis, IN.
15. Chan, Eugene, Wilbert J. McKeachie, and Yi-Guang Lin (2004), “Disciplinary Differences in Learning Strategies Among College Students,” Undergraduate Research Opportunity Program Spring Symposium, University of Michigan, Ann Arbor, MI.

### **Invited Talks**

[All marketing departments unless otherwise stated.]

- Ryerson University, 2022
- Wilfrid Laurier University, 2021
- Purdue University (Psychological Science), 2021
- Toulouse Business School, 2021
- University of Kentucky, 2021

- HEC Montréal, 2020
- Purdue University (HTM), 2020
- University of Texas Rio Grande Valley, 2020
- Ryerson University, 2019
- University of Melbourne, 2019
- University of Technology Sydney, 2018
- Tsinghua University, 2017
- RMIT University, 2017
- University of Technology Sydney (ACOS), 2016
- Monash University, 2016
- Investment Innovation Institute (Melbourne), 2016
- Shanghai Jiao Tong University, 2016
- Investment Innovation Institute (Sydney), 2016
- University of Sydney, 2015
- University of Technology Sydney (CHERE), 2015
- University of Newcastle (Australia), 2014
- Università Commerciale Luigi Bocconi, 2013
- University of South Carolina, 2013
- Chinese University of Hong Kong, 2013
- University of Technology Sydney, 2013
- Cheung Kong Graduate School of Business, 2013
- University of Miami (Florida), 2013

## **Research Grants**

### **2022**

- “Theory and Method of Brand Revitalization for Sustainable Competitiveness,” National Natural Science Foundation of China, ¥2,260,000

### **2021**

- “Intervention to Reduce Fake News Sharing on Social Media Targeted at High School Students,” ACR Transformative Consumer Research Grant, US\$1,500
- “Moral Foundations Underlying Free Speech,” IHS Hayek Fund, US\$1,000
- “Observing Mask Use and Vaccination Rates at Indiana Higher Education Institutions,” Indiana Commission for Higher Education, US\$235,000

### **2020**

- “Yes I Can? Can Power Promote Eco-Friendly Behavior?,” ACR Transformative Consumer Research Grant, US\$2,000

### **2019**

- “Understanding the Antecedents of Meat Consumption from a Cultural Lens,” Monash Business School Early Career Researcher Grant, AU\$12,000

**2018**

- “Chinese Consumers’ Perceptions of Australian Brands,” Digital Crew Pty., AU\$110,000
- “Chinese Consumers’ Perceptions of Australian Brands,” Monash Business School Linkage Project Scheme, AU\$10,000

**2017**

- “Political Ideology and Consumer Behaviour,” Monash Business School New Academic Staff Grant, AU\$5,000
- “Chinese Consumers’ Perceptions of Australian Brands,” Digital Crew Pty., AU\$109,272
- “Targeting Facebook Users by Political Ideology in Facebook Ad Manager,” UTS Business School Industry Focus Grant, AU\$5,000

**2016**

- “Spendthrifts, Tightwads, and Service Switching Behaviour,” Heritage Bank/Eleven PR, AU\$87,000
- “Divide to Prosper: When Using Multiple Credit Cards Curbs Overspending,” UTS Business School Research Grant, AU\$9,740
- “The Peak of Luxury: Vertical Height Enhances Perceived Prestige of Products,” UTS Business School Research Grant, AU\$9,900
- “Financial Deprivation and Risk-Taking in Financial vs. Social Domains,” UTS Marketing DG Seed Grant, AU\$5,000

**2015**

- “A Behavioural Examination of Compensation Decision-Making,” UTS Marketing DG Seed Grant, AU\$5,000

**2014**

- “Antecedents of Financial Risk-Taking,” UTS Marketing DG Seed Grant, AU\$5,000

**Teaching Grants****2021**

- IMPACT Faculty Fellow, Purdue University, US\$12,500
- Online and Professional Education Award, Purdue University, US\$3,500
- Service-Learning Grant, Purdue University, US\$3,000

**Industry Consulting**

- Bill and Melinda Gates Foundation
- City of Ann Arbor, MI
- DBM Consultants
- Digital Crew Pty.

- Facebook
- Heritage Bank
- National Opinion Research Center
- SumoSalad
- U.S. Department of State

### **Expert Witnessing**

- WitLegal, 2021

### **Teaching**

#### ***Toronto Metropolitan University***

- Business Intelligence/Decision Modelling
- Services Marketing

#### ***Purdue University***

- Consumer Behavior
- Consumer Health Decision-Making
- Fundamentals of Negotiations
- Nudge: The Science Behind Behavioral Change

#### ***Monash University***

- Buyer Behaviour
- Consumer-Orientated Integrated Marketing Communications
- Marketing Theory and Practice

#### ***University of Technology Sydney***

- Buyer Behaviour
- Marketing Foundations
- Marketing Research (top-5 lecturer in the 200+ students category)
- Services Marketing (citation for highest subject co-ordination average)

#### ***University of Ljubljana***

- Behavioral Economics: An International Perspective

#### ***University of Toronto***

- Principles of Marketing

## **Honors & Awards**

- Literati Award for Outstanding Reviewing, *European Journal of Marketing*/Emerald Publishing, 2019
- Paul Bourke Award (shortlist), Academy of the Social Sciences in Australia, 2019
- Emerging Researcher Award, Australian and New Zealand Marketing Academy, 2018
- Vice-Chancellor's Award for ECR (shortlist), Monash University, 2018
- Dean's Award for Excellence in Research by an ECR, Monash Business School, 2018
- Conference Seed Grant, Association for Consumer Research, 2015
- Travel Grant, International Convention for Psychological Science, 2013-14
- Doctoral Completion Award, Rotman School of Management, 2013-14
- Doctoral Entrance Fellowship, Rotman School of Management, 2008-13
- SSHRC Doctoral Fellowship, Government of Canada, 2010-12
- Conference Travel Award, University of Toronto, 2011
- Conference Travel Assistance Award, Association for Psychological Science, 2009
- Unendowed Scholarship, University of Chicago, 2006-7
- Harry Helfman Scholarship, University of Michigan, 2004, 2005
- University Honors, University of Michigan, 2003, 2005
- Study Abroad Scholarship, Institute for Study Abroad, Butler University, 2004-5
- Aldrich Scholarship, University of Michigan, 2002, 2003

## **Service to the Profession**

### ***Student Supervising***

- Sierra Janae Longmire (Purdue MSc), defended April 2022, now at Proctor & Gamble
- Ja Kyung Lee (Purdue MSc), expected to defend April 2023
- Yuming Tang (Monash PhD), defended June 2022
- Eunha Han (Monash PhD), defended June 2022
- Ali Gohary (Monash PhD), defended February 2022, on job market (2<sup>nd</sup> place in the 2021 BESH Doctoral Research Awards)
- Carolyn Lo (Monash PhD), defended 2020, now at National University of Singapore
- Alex Belli (UTS PhD), defended 2017, now at University of Adelaide (Winner of the 2017 UTS 3MT Competition)
- Simon Chivas (UTS Honours)

### ***External Dissertation Examining***

- University of New South Wales, 2021

### ***Promotion & Tenure Evaluating***

- University of Alabama at Birmingham, 2020

### ***Editorial Positions***

- Associate Editor, *Australasian Marketing Journal*, 2021-
- Associate Editor, *International Journal of Consumer Studies*, 2021-

- Topic Editor, *Sustainability*, 2021-
- ERB Member, *Psychology and Marketing*, 2020-
- ERB Member, *European Journal of Marketing*, 2017-

### ***Academic Community***

- Faculty Mentor, McNair Business Scholars Network, 2017-
- Panel Member, Mary Kay Dissertation Competition, 2019, 2021
- Faculty Mentor, SCP Job Market Mentorship Program, 2019
- Faculty Representative, SCP Doctoral Consortium, 2016

### ***Toronto Metropolitan University***

- Faculty Member, Marketing Department Curriculum Committee, 2022-
- Faculty Member, Marketing Department Evaluation Committee, 2022-
- Faculty Member, Marketing Department Hiring Committee, 2022-

### ***Purdue University***

- Director, HTM/CSR Sustainability Commission, 2020-22
- HTM Representative, Faculty Senate, 2021-22
- Faculty Advisor, Lambda Phi Epsilon, 2021-22
- Faculty Member, Parking and Traffic Committee, 2021-22
- Faculty Member, University Resources Policy Committee, 2021-22
- Faculty Member, CSR Retail Program Committee, 2020-22
- Faculty Member, HTM Graduate Policy Committee, 2020-22
- Faculty Member, Strategic Management Faculty Search Committee, 2022
- Faculty Member, CSR Associate Head Search Committee, 2021

### ***Monash University***

- Director, Experimental Design Group, 2018-20
- Marketing Curriculum Lead, Master of Indigenous Business Leadership, 2018-20
- Faculty Advisor, ECR Network, 2018-20
- Faculty Member, Student Misconduct Committee, 2018-20
- United Nations PRME Ambassador, 2017-20
- Panel Member, ECR Retreat, 2018

### ***University of Technology Sydney***

- Undergraduate Course Director, Marketing DG, 2015-17
- International Exchange Representative, Marketing DG, 2015-17
- Member, Education Committee, Marketing DG, 2015-17
- Faculty Member, Student Misconduct Committee, 2015-17
- Subject Pool Founder and Director, Marketing DG, 2014-17

### **Media Appearances**

### **Radio**

- Sputnik News Radio (U.K.), 12 October 2020
- "Morning Lifestyle," ultra106five (Hobart, Australia), 26 August 2019
- "Mornings with Jon Faine," ABC Radio (Melbourne), 23 August 2019
- "Breakfast with Ryk Goddard," ABC Radio (Hobart, Australia), 15 July 2019
- "Drive with Paul Turton," ABC Radio (Newcastle, Australia), 27 May 2019
- "Drive with Adam Stephen," ABC Radio (Townsville, Australia), 27 May 2019
- "4BC Drive with Mark Braybrook," 4BC Radio (Brisbane), 18 April 2019
- "Breakfast with Kate Stevenson and Steve Quartermain," 3AW Radio (Melbourne), 18 April 2019
- "Ross and John," 3AW Radio (Melbourne), 14 September 2018, 23 August 2019
- "Radio National Breakfast," Australian Broadcasting Corporation, 15 March 2018
- "Brent Bultitude in the Afternoon," 2HD Radio (Newcastle, Australia), 9 November 2016
- "Mornings with Paul Turton," 1233 ABC (Newcastle, Australia), 9 November 2016
- "AM with Michael Brissenden," Australian Broadcasting Corporation, 9 November 2016
- "Breakfast with Steve Mills and Basil Zempilas," 6PR News Talk (Perth), 8 November 2016
- "Mornings with Genevieve Jacobs," ABC 666 (Canberra), 10 June 2014
- "On the Money," 2ser Real Radio (Sydney), 16 May 2014

### **Television**

- "Weekend Breakfast with Josh Szepe and Johanna Nicholson," Australia Broadcasting Corporation, 21 April 2019
- "News Breakfast with Paul Kennedy and Virginia Trioli," Australia Broadcasting Corporation, 18 December 2018
- "The Project," Channel 10, 8 November 2016

### **Newspaper**

- "[Why the Fearful Seek Refuge in Shops](#)," *The Sunday Times*, 15 November 2021
- "[Australia's Top Brands in China Revealed](#)," *The Australian*, 15 March 2018
- "[Australians 'Too Lazy' to Shop Around on Major Life Purchases, Study Finds](#)," *News.com.au*, 8 November 2016
- "[Men Dominate Trading but Some Women Relish the Challenge](#)," *Australian Financial Review*, 17 December 2015
- "[Social Media Changes the Rules of Engagement](#)," *Sydney Morning Herald*, 4 April 2015
- "[Posting Food Photos on Social Media Could Be Bad Influence](#)," *Sunshine Coast Daily*, 11 November 2014

### **Medium**

- "[Pandemics and Politics: How COVID-19 is Going to Shape Who You Vote for at the Ballot Box](#)," 23 May 2020

### **The Conversation**



- [“Pro-Mask or Anti-Mask? Your Moral Beliefs Probably Predict Your Stance,”](#) 16 November 2020 (2<sup>nd</sup> most-read article on *The Conversation* of all Purdue authors in history since October 2011)
- [“Experiencing Physical Pain Can Cause You to Overspend,”](#) 8 October 2020
- [“Why Companies Were So Quick to Endorse Black Lives Matter,”](#) 21 August 2020
- [“Can’t Resist Splurging in online Shopping? Here’s Why,”](#) 25 May 2020

### **Other**

- [“The Online Plant Community Has a Hoarding Problem,”](#) *Input Magazine*, 9 December 2021
- [“Facebook’s Latest Crush: Entering the Dating App Scene,”](#) *Monash Lens*, 17 June 2019
- [“Behavioural Science and Pandemics: A Study of Behavioural Change,”](#) *i3 Insights*, 11 May 2020
- [“Sex Sells—But Not the Way You Think,”](#) *Monash Impact*, 15 May 2019
- [“When Sex is at Steak: Beefing Up Men’s Desire for Meat,”](#) *Monash Lens*, 13 February 2019
- [“Disgusting or Delicious? The Case for Rethinking Food Choices,”](#) *Monash Lens*, 31 October 2018
- [“Understanding Cultural Differences the Key to Doing Business in China,”](#) *Monash Lens*, 30 April 2018
- [“The Fluidity of Risk Appetite,”](#) *i3 Insights*, 8 March 2016
- [“Gender Bender Branding: Male, Female or Both?,”](#) *Jeweller*, 30 June 2015