

JODIE WHELAN, PhD

Associate Professor, Marketing
 School of Administrative Studies
 Faculty of Liberal Arts and Professional Studies
 York University
 4700 Keele Street, Toronto, Ontario, M3J 1P3

EMPLOYMENT

- 2019 – Associate Professor (tenured), School of Administrative Studies,
 York University
- 2014 – 2019 Assistant Professor (tenure-track), School of Administrative Studies,
 York University
- 2013 – 2014 Lecturer, DAN Management and Organizational Studies Program,
 Western University

EDUCATION

- Doctor of Philosophy Business Administration (Marketing)
 Richard Ivey School of Business, Western University, 2014
 Vanier Canada Graduate Scholar
 Doctoral dissertation: "A Cognitive Role Theoretic Approach to the
 Consumer Role"
- Bachelor of Commerce Queen's School of Business, Queen's University, 2009

REFEREED PUBLICATIONS

Whelan, Jodie and Sean T. Hingston, "Pathogens, Privilege, and Purity: How Pathogen Threat and Childhood Socioeconomic Status Influence Consumers' Condemnation of Purity Violations," *Journal of Business Research*, 142, 636-647. Doi: 10.1016/j.jbusres.2022.01.017
ABDC journal rating: A

Whelan, Jodie and Miranda R. Goode (2021), "Reminders of Money Increase Patient Empowerment," *Canadian Journal of Administrative Studies*, 39(1), 64-80. Doi: 10.1002/cjas.1650
ABDC journal rating: B

Whelan, Jodie, Sean T. Hingston, and Matthew Thomson (2019), "Does Growing Up Rich and Insecure Make Objects Seem More Human? Childhood Material and Social Environments Interact to Predict Anthropomorphism," *Personality and Individual Differences*, 137, 86-96. Doi: doi.org/10.1016/j.paid.2018.08.015
ABDC journal rating: A

Whelan, Jodie and Sean T. Hingston (2018), "Can Everyday Brands be Threatening? Responses to Brand Primes Depend on Childhood Socioeconomic Status," *Journal of Consumer Psychology*, 28 (3), 477-86. Doi: 10.1002/jcpy.1029
*ABDC journal rating: A**

Whelan, Jodie, Miranda R. Goode, June Cotte, and Matthew Thomson (2016), "Consumer Regulation Strategies: Attenuating the Effect of Consumer References in a Voting Context," *Psychology & Marketing*, 33 (November), 899-916. Doi: 10.1002/mar.20927.
ABDC journal rating: A

Whelan, Jodie, Allison R. Johnson, Tara C. Marshall, and Matthew Thomson (2016), "Relational Domain Switching: Interpersonal Insecurity Predicts the Strength and Number of Marketplace Relationships," *Psychology & Marketing*, 33 (June), 465-79. Doi: 10.1002/mar.20891.
ABDC journal rating: A

Jeffrey, Jennifer, **Jodie Whelan**, Dante Pirouz, and Anne Snowdon (2016), "Boosting Safety Behavior: Descriptive Norms Encourage Child Booster Seat Usage amongst Low Involvement Parents," *Accident Analysis and Prevention*, 92 (June), 184-88. Doi: 10.1016/j.aap.2016.03.006.
*ABDC journal rating: A**

Whelan, Jodie and Niraj Dawar (2016), "Attributions of Blame Following a Product-Harm Crisis Depend on Consumers' Attachment Styles," *Marketing Letters*, 27 (June), 285-94. Doi: 10.1007/s11002-014-9340-z.
ABDC journal rating: A

Johnson, Allison R., **Jodie Whelan**, and Matthew Thomson (2012), "Why Brands Should Fear Fearful Consumers: How Attachment Style Predicts Retaliation," *Journal of Consumer Psychology*, 22 (April), 289-98. Doi: 10.1016/j.jcps.2011.04.006.
*ABDC journal rating: A**

REFEREED CONFERENCE PRESENTATIONS AND PROCEEDINGS

Hingston, Sean T. (Presenter), and **Jodie Whelan** (forthcoming) "Germs and Possessions: Pathogen Concerns Enhance Psychological Ownership," *Association of Consumer Research Annual North American Conference*, Denver, CO.

Whelan, Jodie (Presenter), and Sean T. Hingston (2021) "Punish or Permit? Predictors of Consumers' Reactions to Purity Violations," *Association of Consumer Research Annual North American Conference*, Seattle, WA (virtual due to COVID-19).

Whelan, Jodie (Presenter), and Sean T. Hingston (2021) "Punish or Permit? Predictors of Consumers' Reactions to Purity Violations," *European Marketing Academy Annual Conference*, Madrid, Spain (virtual due to COVID-19).

Whelan, Jodie (Presenter), Sean T. Hingston, Matthew Thomson, and Allison R. Johnson (2018) "Growing Up Rich and Insecure Makes Objects Seem Human: Childhood Material and Social Environments Predict Anthropomorphism," *Association of Consumer Research Annual North American Conference*, Dallas, TX.

Whelan, Jodie (Presenter) and Miranda R. Goode (2018), "Reminders of Money Lead American Patients to Desire Greater Autonomy," *Association of Consumer Research European Conference*, Ghent, Belgium.

Whelan, Jodie (Presenter) and Sean Hingston (2016), "The Bright Side to Cuing Consumerism: Consumer Cues Make Individuals with Low Childhood Socioeconomic Status More Prosocial," *Association of Consumer Research Annual Conference*, Berlin, Germany.

Whelan, Jodie (Presenter), Miranda R. Goode, June Cotte, and Matthew Thomson (2014), "The Consumer Regulation Scale: Strategies for Regulating Responses to Consumption Cues," *Association of Consumer Research Annual North American Conference*, Baltimore, MD.

Jeffrey, Jennifer (Presenter), Dante M. Pirouz, and **Jodie Whelan** (2014), "Give 'Em a Boost: Descriptive Norms Encourage Booster Seat Use with Low Involvement Parents," *Association of Consumer Research Annual North American Conference*, Baltimore, MD.

Whelan, Jodie, Miranda R. Goode (Presenter), and June Cotte (2013), "Cuing Consumer Identity Salience: The Moderating Role of Consumer Boundaries," *Association of Consumer Research Annual North American Conference*, Chicago, IL.

Whelan, Jodie (Presenter), Miranda R. Goode, and June Cotte (2011), "The Consumer Role: Core Characteristics and Personal Boundaries," *Association of Consumer Research Annual North American Conference*, St. Louis, MI.

Whelan, Jodie (Presenter) (2010), "Beyond Consumer Boundaries: A Conceptual Model for Understanding the Consumer Role and Its Impact on Behavior," *Association of Consumer Research Annual North American Conference*, Jacksonville, FL.

Johnson, Allison R., Matthew Thomson, and **Jodie Whelan** (Presenter) (2010), "What Is It About Me That Makes Me Want to Hurt You? Examining Attachment Style as a Predictor of Consumers' Harmful Actions," *Academy of Marketing Science Annual Conference*, Portland, OR.

REFEREED POSTER PRESENTATIONS

Whelan, Jodie and Matthew Thomson (2013), "Consumer Cues Impact Political Preferences," *American Marketing Association Summer Marketing Educators' Conference*, Boston, MA.

Whelan, Jodie and Theodore Noseworthy (2012), "Imagery Perspective and Regulatory Focus," *Society of Consumer Psychology Annual North American Conference*, Las Vegas, NV.

Johnson, Allison R., Matthew Thomson, and **Jodie Whelan** (2010), "Coping with Brand Break-Ups: How Attachment Style Predicts Consumer Vengeance," *Association of Consumer Research Annual European Conference*, Egham, UK.

INVITED PRESENTATIONS

Whelan, Jodie (presenter) and Sean T. Hingston (January 2022), "Keep Your Filthy Hands off My Nonmaterial Consumer Assets," Ted Rogers School of Management, Ryerson University.

Whelan, Jodie (presenter) and Sean T. Hingston (October 2017), "Can Everyday Brands be Threatening? Responses to Brand Primes Depend on Childhood Socioeconomic Status," DAN Management Program, Western University.

Whelan, Jodie, Miranda R. Goode, June Cotte (Presenter), and Matthew Thomson (December 2013), "Containing Consumerism: How Individuals Temper Susceptibility to Consumer Cues," Fuqua School of Business, Duke University.

Whelan, Jodie, Miranda R. Goode (Presenter), Matthew Thomson, and June Cotte (November 2013), "Consumer Identity: Cues, Boundaries, and Salience," Department of Political Science and the Faculty of Social Science, Western University.

Whelan, Jodie (Presenter), Allison R. Johnson, and Matthew Thomson (January 2012), "How People Cope: Examining Relationship Specific Attachment Style as a Predictor of the Number and Strength of Consumption Relationships," *5th Annual Ivey Symposium on Consumer Behavior*, Richard Ivey School of Business, Western University.

CASE STUDIES

Khamitov, Mansur, **Jodie Whelan**, and Matthew Thomson (2015), "Superb Trucks LP: How to Conduct a Field Experiment" Case and Teaching Note, Case #9B15A025, Ivey Publishing.

Whelan, Jodie and Chris Higgins (2011), "Brand Equity" Case and Teaching Note, Case #9B10E023, Ivey Publishing.

RESEARCH GRANTS, HONOURS, AND AWARDS

2021 – 2023	Insight Development Grant, "Pathogens and Consumers' Concerns with Moral Purity," Sean T. Hingston (Principal Investigator), Jodie Whelan (Co-Applicant), Social Sciences and Humanities Research Council of Canada, \$56,553
2017 – 2020	Insight Development Grant, "Attachment Styles, Brand Anthropomorphism, and Social Class," Jodie Whelan (Principal Investigator), Matthew Thomson (Co-Applicant), and Allison R. Johnson (Co-Applicant), Social Sciences and Humanities Research Council of Canada, \$46,236
2020	Faculty of Liberal Arts & Professional Studies Minor Research Grant, "Germs and Products," York University, \$3,000
2016	SSHRC Grant in Aid of Travel, York University
2016	Faculty of Liberal Arts & Professional Studies Travel Grant for Dissemination, York University
2016	School of Administrative Studies Recognition of Research Excellence, York University

- 2016 Faculty of Liberal Arts & Professional Studies Research Release, York University
- 2015 Faculty of Liberal Arts & Professional Studies Minor Research Grant, "The Bright Side of Cuing Consumerism: Consumer Cues Make Low SES Consumers More Prosocial," York University, \$4,340
- 2014 Faculty of Liberal Arts & Professional Studies YUFA Conference Travel Fund, York University
- 2011 – 2014 Vanier Canada Graduate Scholarship, Social Sciences and Humanities Research Council of Canada, \$150,000
The Vanier Canada Graduate Scholarship is the most prestigious doctoral scholarship in Canada. It is awarded based on academic excellence, research potential, and leadership.
- 2011 – 2013 Doctoral Fellowship, Social Sciences and Humanities Research Council, \$40,000 (declined)
- 2012 Fellow, American Marketing Association Sheth Foundation Doctoral Consortium
- 2010 – 2011 C. B. (Bud) Johnston Ontario Graduate Scholarship, Government of Ontario, \$15,000
- 2009 – 2013 Plan for Excellence Doctoral Fellowship, Richard Ivey School of Business, Western University, \$40,000

UNDERGRADUATE TEACHING

- 2021 – 2022 ADMS3210 Consumer Behaviour (2 sections)
School of Administrative Studies, York University
- 2018 – 2019 ADMS3210 Consumer Behaviour (3 sections)
School of Administrative Studies, York University
- ADMS4240 Advertising and Communications (1 section)
School of Administrative Studies, York University
- 2017 – 2018 ADMS3210 Consumer Behaviour (3 sections)
School of Administrative Studies, York University
- ADMS4240 Advertising and Communications (1 section)
School of Administrative Studies, York University
- 2016 – 2017 ADMS3210 Consumer Behaviour (2 sections)
School of Administrative Studies, York University

- 2015 – 2016 ADMS3210 Consumer Behaviour (3 sections)
School of Administrative Studies, York University
- ADMS4240 Advertising and Communications (1 section)
School of Administrative Studies, York University
- 2014 – 2015 ADMS3210 Consumer Behaviour (3 sections)
School of Administrative Studies, York University
- ADMS4240 Advertising and Communications (1 section)
School of Administrative Studies, York University
- 2013 MOS 4423 Seminar in Consumer Research (1 section)
DAN Management and Organizational Studies, Western University

GRADUATE TEACHING

- 2022 MSMG6460 Seminar in Consumer Research (1 section)
School of Administrative Studies, York University

TEACHING AWARDS

- 2014 – 2021 Recognition for Excellence in Teaching, School of Administrative Studies,
York University *received annually*

GRADUATE STUDENT SUPERVISION AND EXAMINATIONS

- 2021 Co-Supervisor for Tima About (MScMP, Marketing), School of Administrative Studies, York University, “Consumers’ Emotional and Behavioural Responses to COVID-19 in Canada, 2022”
- Supervisor for Paris Mazaheri (MScMP, Marketing), School of Administrative Studies, York University, “The Impact of Complaint Handling on Consumer Complaint Dispute Within the Two Largest States in the United States”
- Second Reader for Mackenzie Casuccio-Treen (MScMP, Marketing), School of Administrative Studies, York University, “Exploring Outcomes of Perceived Greenwashing: A Consumer Perspective in the Fashion Industry”
- 2021 Examiner, PhD Dissertation for Hedieh Karachi (PhD, Marketing), Deakin University, Australia
- 2020 Examiner, PhD Dissertation for Nukhet Agar (PhD, Marketing), Schulich School of Business, York University
- 2015 – 2018 Member, PhD Supervisory Committee for Sean Hingston (PhD, Marketing), Schulich School of Business, York University, “Essentialism, Moral Opposition, and the Aversion to Genetically Modified Foods”

2016 Examiner, PhD Dissertation Defense Committee for Leah Schneider (PhD, Marketing), Schulich School of Business, York University

SERVICE

JOURNAL REVIEWER

2021 – *Journal of Business Research*
 2020 – *Canadian Journal of Administrative Science*
 2019 – *Journal of Consumer Psychology*
 2018 – *European Journal of Marketing*
 2018 – *Personality and Social Psychology Bulletin*
 2018 – *Business & Society*
 2018 – *Accident Analysis and Prevention*
 2017 – *Journal of Consumer Research*
 2017 – *Journal of the Academy of Marketing Science*

CONFERENCE REVIEWER

2018 Reviewer for the *European Association for Consumer Research* Conference
 2012 – Reviewer for the *Society of Consumer Psychology* Annual Conference
 2011 – Reviewer for the *Association for Consumer Research* Annual Conference
 2011 Reviewer for the *Asia-Pacific Association for Consumer Research* Conference

SERVICE TO THE UNIVERSITY

2021 – Member, Strategic Planning Committee, School of Administrative Studies, York University
 2021 – Area Coordinator, Marketing, School of Administrative Studies, York University
 2015 – SAS Subject Pool Coordinator, School of Administrative Studies, York University
 2018 – 2019 Board Member, *et al.* Faculty & Graduate Student Café and Pub, York University
 2018 – 2019 Chair, Marketing and Experiential Education Committee, *et al.* Faculty & Graduate Student Café and Pub, York University
 2018 – 2019 Steward, York University Faculty Association, York University
 2018 – 2019 Member, Communications Committee, School of Administrative Studies, York University
 2018 Member, Advisory Committee, SAS Speed Mentorship Event, LA&PS Development Team, York University

- 2017 – 2019 Member, Teaching and Learning Committee, School of Administrative Studies, York University
- 2017 – 2018 Member, Marketing and Experiential Education Committee, *et al.* Faculty & Graduate Student Café and Pub, York University
- 2016 – 2017 Chair, Research Committee, School of Administrative Studies, York University
- 2015 – 2016 Member, Research Committee, School of Administrative Studies, York University
- 2015 Chair, Class Size Task Force, School of Administrative Studies, York University

OTHER

- 2020 – 2021 Judge for *Canadian Marketing League* case competition
- 2018 – 2020 Judge for *Canada's Next Top Ad Exec* case competition
- 2012 Invited Panelist, *Imagining Canada's Future*, Social Sciences and Humanities Research Council of Canada

MEDIA COVERAGE AND KNOWLEDGE TRANSMISSION TO PUBLIC

CBC Radio Syndication (2022), "On Brands Going Grey in Response to Bell Media and Lisa LaFlamme," *CBC Radio: OntarioAM, Montreal, Thunder Bay, Cape Breton, Windsor, Edmonton, Yellowknife, Winnipeg, Labrador, Calgary, Regina, and Kelowna*, Aug 29.

Solomon, Michael R., Katherine White, and Darren W. Dahl (forthcoming), "As I See It Featuring Jodie Whelan," *Consumer Behaviour: Buying, Having, and Being, Ninth Canadian Edition*, Pearson Canada.

Deacon, Gill (2019), "Marketing Professor on Why Ontario's New Anticarbon Tax Ads Could Be Effective," *Here and Now Toronto with Gill Deacon, CBC Radio*, May 13. **Jodie Whelan** interviewed by Gill Deacon.

Holly, Shaw (2011), "When Loyalty Goes Bad..." *Financial Post*, July 29. **Jodie Whelan** interviewed by Holly Shaw.

Wong, Tony (2011), "Romancing Consumers Has Its Drawbacks," *The Toronto Star*, July 18. **Jodie Whelan** interviewed by Tony Wong.