

Yann Cornil

Sauder School of Business, University of British Columbia
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Employment

- Since 2022 **Associate Professor of Marketing and Behavioural Science,**
University of British Columbia, Sauder School of Business, Canada
- 2015 - 2022 **Assistant Professor of Marketing and Behavioural Science,**
University of British Columbia, Sauder School of Business, Canada
- 2007-2010 **Marketing Specialist, Exane BNP Paribas** (Investment Bank), Paris, France

Education

- 2015 **Ph.D. Marketing,** INSEAD, France & Singapore
- 2007 **M.Sc. Management,** HEC Paris, France.
- 2005 **B.A. Economics/Political Science,** Sciences Po Lille, France

Research Interests

Food Marketing, Hedonic Consumption, Sustainability, Sensory Perception, Research Methods, Diversity

Publications

Ok, Ekin, Rishad Habib, Karl Aquino, Sid Mookerjee, and **Yann Cornil** (2025), "The Role of Racial Identity and White Guilt in Consumer Preferences", *Journal of Consumer Research* (in press)

Boegershausen, Johannes, **Yann Cornil**, Shangwen Yi, and David J. Hardisty (2025), "On the persistent mischaracterization of Google and Facebook A/B tests: How to conduct and report online platform studies" *International Journal of Research in Marketing*, (in press)

Sen, Sankar, CB Bhattacharya, Kristin Lindrud, Silvia Bellezza, **Yann Cornil**, Shuili Du, Shreyans Goenka, Katharina Husemann, Eric J Johnson, Cait Lamberton, Gergana Nenkov, Remi Trudel, Katherine White, Karen Page Winterich (2024), "Enhancing Consumer and Planetary Well-Being by Consuming Less, Consuming Better", *Journal of Sustainable Marketing*, 5(1), 30-42

Chandon, Pierre, and **Yann Cornil** (2022), "More value from less food? Effects of epicurean labeling on moderate eating in the United States and in France", *Appetite*, Nov 1

Cornil, Yann, Hilke Plassmann, Judith Aron-Wisniewsky, Christine Poitou-Bernet, Karine Clément, Michèle Chabert, and Pierre Chandon (2022), "Obesity and Responsiveness to Food Marketing Before and After Bariatric Surgery", *Journal of Consumer Psychology*, 32(1), 57-68

Mookerjee, Sid, **Yann Cornil**, and Joey Hoegg (2021), "From Waste to Taste: How "Ugly" Labels Can Increase Purchase of Unattractive Produce", *Journal of Marketing*, 85(33), 62-77

Cornil, Yann, Pierrick Gomez, and Dimitri Vasiljevic (2020), "Food as Fuel: Performance goals increase the consumption of high-calorie foods at the expense of good nutrition", *Journal of Consumer Research*, 47(2), 147-166 (first two authors contributed equally)

Schwartz, Camille, Christine Lange, Célia Hachefa, **Yann Cornil**, Sophie Nicklaus, and Pierre Chandon (2020), "Effects of snack portion size on anticipated and experienced hunger, eating enjoyment, and perceived healthiness among children", *International Journal of Behavioral Nutrition and Physical Activity* (impact factor=5.5), 17(1), 1-14

Lange, Christine, Camille Schwartz, Célia Hachefa, **Yann Cornil**, Sophie Nicklaus, and Pierre Chandon (2020), "Portion size selection in children: effect of sensory imagery for snacks varying in energy density", *Appetite*, 150

Cornil, Yann, David Hardisty, and Yakov Bart (2019), "Easy, breezy, risky: Lay investors fail to diversify because correlated assets feel more fluent and less risky", *Organizational Behavior and Human Decision Processes*, 153

Klesse, Anne-Kathrin, **Yann Cornil**, Darren Dahl, and Nina Gros (2019), "The Secret Ingredient Is Me: Customization Prompts Self-Image-Consistent Product Perceptions", *Journal of Marketing Research*, 56 (5) (last three authors contributed equally)

Cornil, Yann, Pierre Chandon and Nora Touati (2018), "Plaisir épicurien, plaisir viscéral et préférence de tailles de portions alimentaires", *Cahier de Nutrition et de Diététique*, 53(2), 77-85

Cornil, Yann (2017), "Mind over Stomach, A Review of the Cognitive Drivers of Food Satiation", *Journal of the Association for Consumer Research*, 4, 419-429

Cornil, Yann, Pierre Chandon and Aradhna Krishna (2017), "Does Red Bull Give Wings to Vodka? Placebo Effects of Marketing Labels on Perceived Intoxication and Risky Attitudes and Behaviors," *Journal of Consumer Psychology*, 27(4), 456-465

Cornil, Yann and Pierre Chandon (2016), "Pleasure as a Substitute for Size: How Multisensory Imagery can make People Happier with Smaller Food Portions," *Journal of Marketing Research*, 53 (5), 847-864

Cornil, Yann and Pierre Chandon (2016), "Pleasure as an Ally of Health Eating? Contrasting Visceral and Epicurean Eating Pleasure and their Association with Portion Size Preferences and Wellbeing," *Appetite*, 104, 52-59

Cornil, Yann, Nailya Ordabayeva, Ulrike Kaiser, Bernd Weber, and Pierre Chandon (2014), "The Acuity of Vice: Attitude Ambivalence Improves Visual Sensitivity to Increasing Portion Sizes," *Journal of Consumer Psychology*, 24 (2), 177-187

Askegaard, Soren, Nailya Ordabayeva, Pierre Chandon, Tracy Cheung, Zuzana Chytkova, **Yann Cornil**, Canan Corus, Julie A. Edell Britton, Daniele Mathras, Astrid Junghans, Dorthe Brogaard Kristensen, Ilona Mikkonen, Elizabeth G. Miller, Nada Sayarh, Carolina Werle (2014), "Moralities in Food and Health Research," *Journal of Marketing Management*, 30 (17-18), 1800-1832

Cornil, Yann and Pierre Chandon (2013), "From Fan to Fat: Vicarious Losing Increases Unhealthy Eating, but Self-Affirmation Is an Effective Remedy," *Psychological Science*, 24 (10), 1936-46. (Equal contribution)

Working Papers / Papers in Review

Liu, Dan, **Yann Cornil** and Xiaobing Liu, "Shelf Life and Naturalness Perceptions" (*in revision for resubmission*)

Cornil, Yann, Marius Claudy, and Susan Urbina, "AI-assisted policy-making" (*in review*)

Mookerjee, Sid, **Yann Cornil**, Ekin Ok, Rishad Habib, and Karl Aquino, "Minority-Owned Labels"

Viswanadham, Ratnalekha, Hilke Plassmann, Pierre Chandon, Judith Aron-Wisniewsky, Christine Poitou-Bernet, Karine Clément, Michèle Chabert, **Yann Cornil** (authorship order TBD), "The Effect of Bariatric Surgery on Delay Discounting for Food and Money: A Longitudinal Study"

Other Publications

Chandon, Pierre, **Yann Cornil**, Célia Hachefa, Christine Lange, Sophie Nicklaus, and Camille Schwartz (2020), "L'imagerie sensorielle : Un nudge pour inciter les enfants à mieux manger à l'heure du goûter," in *Guide de l'Économie Comportementale 2020*, Eric Singler, Ed.: Labrador.

Cornil, Yann (2020), "Plaisir épicurien et taille des portions alimentaires : repenser le lien entre plaisir et suralimentation", *Correspondances en Métabolismes Hormones Diabètes et Nutrition*, Mai-Juin 2020

Kristeller Jean, **Yann Cornil**, France Bellisle, and Sophie Vinoy (2020), "Mindful Eating Applied to Snacking: A Promising Behavioral Approach Supported by Research. Summary of the Symposium Held at the 21st International Congress of Nutrition (IUNS 2017)". *Journal of Human Nutrition & Food Science*, 8(1): 1131.

Cornil, Yann (2018), "Plaisir sensoriel et marketing des portions alimentaires : quelles stratégies gagnant-gagnant pour le plaisir et la santé ?", *Analyse (Centre d'Etudes et de Prospective, Ministère de l'Agriculture et de l'Alimentation, France)*, December 2018

Krishna, Aradhna, Pierre Chandon and **Yann Cornil** (2017), "Energy drinks and alcohol, a risky mix psychologically", *The Conversation*, May 10, 2017

Chandon, Pierre and **Yann Cornil** (2016), "When your football team wins, you eat healthier food," *the Washington Post*, Opinions (online and print), February 5, 2016

“The Mulliez Family Venture”, Case study in Family Business Management written in collaboration with Morten Bennesen and Robert J. Crawford, © INSEAD 2013.

Invited Presentations

2025

- **Rotterdam School of Management – Erasmus University**, Rotterdam, Netherlands (March)
- **Center for Empirical Philosophy and Behavioral Insights** - Online Tandem Talk Series (February)

2024

- **University College of Dublin**, Dublin, Ireland (August)
- **Chinese University of Hong Kong**, Hong Kong, China (March)
- **Hong Kong University of Science and Technology**, Hong Kong, China (March)
- **Macau University**, Macau, China (March)
- **Chulalongkorn University**, Bangkok, Thailand (March)
- **Singapore Management University**, Singapore (February)
- **Nanyang Technological University**, Singapore (February)

2023

- **University of Galway**, Galway, Ireland (November)
- **Trinity College**, Dublin, Ireland (September)
- **University College of Dublin**, Dublin, Ireland (September)

2022

- **Sustech Business School**, Guangdong China/Online, (November)
- **EdukCircle**, International Center for Communication Studies, Manilla, Philippines/Online, (October)
- **University of Washington**, Foster Business School, UW-UBC Conference (June)
- **INSEAD**, Fontainebleau, France (June)
- **SMEI Program, UBC (Keynote Speaker)**, Harrison Springs, Canada (April)

2021

- **Association for Consumer Research Conference**, Doctorial Symposium, “Guest expert”
- **Decision Insights for Business and Society**, Vancouver/Online, Canada (September)
- **Grenoble Ecole de Management**, Association Française de Marketing, Grenoble/Online, France (July)
- **Journal of Marketing Webinar - Better Marketing for a Better World**, online (June)
- **Cornell University**, Ithaca/Online (April)
- **Institut Pasteur de Lille**, Entretiens de Nutrition, Lille/Online, France (June)

2019

- **London Business School**, Summer Camp, London (July)

2018

- **National University of Singapore**, Singapore (May)
- **Singapore Management University**, Singapore (May)
- **Hong Kong University**, Hong Kong (May)

2016

- **HKUST – Hong Kong University of Science and Technology**, Hong Kong (November)
 - **CEIBS - China Europe International Business School**, China (November)
 - **University of Washington**, Foster Business School, UW-UBC Conference (May)
 - **McGill University**, Desautels Faculty of Management, USA (webinar, February)
- 2015
- **Cornell University**, Johnson Graduate School of Management (October)
- 2014
- **Erasmus University**, Rotterdam School of Management, Netherlands (November)
 - **Hong Kong University**, Hong Kong (October)
 - **Chinese University of Hong Kong**, Hong Kong (October)
 - **Northwestern University**, Kellogg School of Management, USA (October)
 - **New York University**, Stern School of Business, USA (October)
 - **Singapore Management University**, Singapore (October)
 - **University of British Columbia**, Sauder School of Business, Canada (September)
 - **Nanyang Technological University**, Singapore (August)
 - **HEC Paris**, INSEAD-HEC-ESSEC Research Seminar, France (March)
 - **Paul Bocuse Center for Food and Hospitality Research**, France (March)
 - **Nanyang Technological University**, Singapore Marketing Research Roundtable, Singapore (February)
- 2013
- **AgroParisTech**, Symposium on Food Pleasure, France (December)
 - **National University of Singapore**, Singapore Marketing Research Roundtable, Singapore (April)
- 2012
- **Erasmus University**, Rotterdam School of Management, Netherlands (November)

Conference (Peer-Reviewed) Presentations

* Presenting

EMAC Conference, Madrid, Spain, May 2025 (upcoming)

- Symmetrical Partisan Bias in the Acceptance of Algorithmic Policy Advisors*
- How to Conduct and Report Online Platform Studies
- Do Minority-Owned Labels Help or Hurt Minority Businesses?

ACR Conference, Seattle, Washington State, October 2023

- Testing the Digital Frontier: Opportunities and Validity Trade-offs in Online Field Studies*
- Political Identity and Consumer Evaluations: A Reversal of In-group Favoritism

EACR Conference, Amsterdam, Netherlands, July 2023

- Testing the Digital Frontier: Opportunities and Validity Trade-offs in Online Field Studies

Lalonde Conference, Lalonde, France, June 2023 (upcoming)

- Do Minority-Owned Labels Help or Hurt Minority Businesses?*

SCP Conference, San Juan, Puerto Rico, March 2023

- It's Not About You: The Backfire Effect of Customization on Products that Signal Collective Goals
- Testing the Digital Frontier: Opportunities and Validity Trade-offs in Online Field Studies
- Do Minority-Owned Labels Help or Hurt Minority Businesses?
- When Less is More: Enhancing Well-being by Reducing Consumption (Roundtable Panelist) *

ACR Conference, Denver, Colorado, October 2022

- It's Not About You: The Backfire Effect of Customization on Products that Signal Collective Goals

- Win-win interventions for healthier eating
- EMAC Conference, Budapest, Hungary, June 2020** (cancelled due to covid)
- Food as Fuel: Performance goals increase preference for high-calorie foods *
- SCP Conference, Huntington Beach, California, March 2020**
- Stating the Obvious: How “Ugly” Labels Can Increase the Desirability of Unappealing Produce
- ACR Conference, Atlanta, Georgia, October 2019**
- Use of Sensory Food Imagery to Drive Children to Choose Smaller Portions (Competitive Paper)
 - Stating the Obvious: How “Ugly” Labels Can Increase the Desirability of Unappealing Produce
- La Londe Consumer Behavior Conference, France, May 2019**
- Food as Fuel: Performance goals increase consumption of high-calorie foods*
- SCP Conference, Savannah, Georgia, February 2019**
- Rejecting Moralized Products: Moral Identity as a Predictor of Reactance to Sustainable Labels.
- ACR Conference, Dallas, Texas, October 2018**
- Rejecting Moralized Products: Moral Identity as a Predictor of Reactance to Sustainable Labels.
 - Snack, Portion Size Choice, Expectations and Actual Experiences in Children.
 - Stating the Obvious: How “Ugly” Labels Can Increase the Desirability of Odd-Shaped Produce.
 - The Effect of Bariatric Surgery on Delay Discounting for Food and Money: A Longitudinal Study
- EACR Conference, Ghent, Belgium, June 2018**
- The Predictability Utility: Product Recommendations Increase Enjoyment of a Consumption Experience*
- ACR Conference, San Diego, California, October 2017**
- Pleasure as a Path to Healthier Eating? A Randomized Controlled Trial in a Restaurant*
 - Obesity: The Bidirectional Effects of Biology and the Environment*
- La Londe Consumer Behavior Conference, France, May 2017**
- Pleasure as an Ally of Health Eating? Contrasting Visceral and Epicurean Eating Pleasure and their Association with Portion Size Preferences and Wellbeing*
- SCP Conference, San Francisco, California, February 2017**
- Predictability Utility: The Effect of Preference Prediction on Consumer Satisfaction*
 - Obesity and Sensitivity of Food Perceptions and Preferences to Marketing Actions (Competitive Paper)
- ACR Conference, Berlin, Germany, October 2016**
- Choosing Not to Choose: Consumers Are More Satisfied With a Product When It Is Determined by a Prediction Algorithm Than When They Personally Chose It*
 - Obesity and Sensitivity of Food Perceptions and Preferences to Marketing Actions (Competitive Paper)
 - No Fries for You! Waiters Externally Impose Self-Control to Restaurant Customers Depending on Their Weight and Gender
- SCP Conference, St Pete, Florida, February 2016**
- Pleasure as an Ally of Health Eating? Contrasting Visceral and Epicurean Eating Pleasure and their Association with Portion Size Preferences and Wellbeing (Competitive Paper)*
- ACR Conference, New Orleans, Louisiana, October 2015**
- Pleasure as an Ally of Health Eating? Contrasting Visceral and Epicurean Eating Pleasure and their Association with Portion Size Preferences and Wellbeing (Competitive Paper)*
 - Expectancy Effects of Mixing Alcohol and Energy Drinks: How Cocktail Labeling Impacts Subjective Intoxication, Risk-Taking, Sexual Aggressiveness and Self-Confidence*
 - Marketing Placebo Effects (Symposium Chair)
- La Londe Consumer Behavior Conference, France, May 2015**

- Pleasure as a Substitute for Size: How Multisensory Imagery can make People Happier with Smaller Food Portions. **Winner of the Best Paper award**
- Expectancy Effects of Mixing Alcohol and Energy Drinks: How Cocktail Labeling Impacts Subjective Intoxication, Risk-Taking, Sexual Aggressiveness and Self-Confidence

SCP Conference, Phoenix, Arizona, February 2015

- Pleasure as a Substitute for Size: How Multisensory Imagery can make People Happier with Smaller Food Portions*
- Expectancy Effects of Mixing Alcohol and Energy Drinks: How Cocktail Labeling Impacts Subjective Intoxication, Risk-Taking, Sexual Aggressiveness and Self-Confidence*
- Marketing Placebo Effects (Symposium Chair)

ACR Conference, Baltimore, Maryland, October 2014

- Pleasure as a Substitute for Size: How Multisensory Imagery can make People Happier with Smaller Food Portions*

Transatlantic Doctoral Consortium, London Business School, UK, May 2014.

- Pleasure as a Substitute for Size: How Multisensory Imagery can make People Happier with Smaller Food Portions*

ACR Conference, Chicago, Illinois, October 2013

- The Diversification Paradox: Risk Perception and Covariance Information among Lay Investors (Competitive Paper)*
- From Fan to Fat: Vicarious Losing Increases Unhealthy Eating, but Self-Affirmation Is an Effective Remedy (Competitive Paper)*
- The Acuity of Vice: Attitude Ambivalence Improves Visual Sensitivity to Increasing Portion Sizes*
- Fooled by Perception: The Impact of Consumer Biases on Food Intake (Symposium Chair)

Marketing Strategy Meets Wall Street, Frankfurt, Germany, July 2013

- The Diversification Paradox: Risk Perception and Covariance Information among Lay Investors

Transformative Consumer Research Conference (organized by ACR), Lille, France, May 2013

- Health and Nutrition (Discussant)

La Londe Consumer Behavior Conference, France, May 2013

- The Diversification Paradox: Risk Perception and Covariance Information among Lay Investors*
- From Fan to Fat: Vicarious Losing Increases Unhealthy Eating, but Self-Affirmation Is an Effective Remedy*

SCP Conference, San Antonio, Texas, February 2013

- The Diversification Paradox: Risk Perception and Covariance Information among Lay Investors (Competitive Paper)*
- The Acuity of Vice: Attitude Ambivalence Improves Visual Sensitivity to Increasing Portion Sizes*
- Fooled by Perception: The Impact of Consumer Biases on Food Intake (Symposium Chair)

Advertising and Consumer Psychology Conference (organized by SCP), Singapore, December 2012

- From Fan to Fat: Vicarious Losing Increases Unhealthy Eating, but Self-Affirmation Is an Effective Remedy*

Boulder Conference on Consumer Financial Decision Making, Colorado, June 2012

- The Diversification Paradox: Risk Perception and Covariance Information among Lay Investors (Poster)*

Competitive Grants

- Co-investigator, **Climate Research Seed Funding** with Yi and Sirwani (\$20,000)
 - Co-Investigator, **NSERC CREATE grant**, UBC Packaging Cluster
- 2024
- Principal Investigator, **UBC Centre for Climate and Business Solutions Grant** for “Finding an Optimal “Best Before” Date Format to Reduce Food Waste”, with Yi and Sirwani (\$8,000)
 - Co-Investigator, **UBC Grant for Catalyzing Research Clusters** for “Future Packaging”, Principal Investigator: Anubhav Pratap-Singh (\$100,000)
- 2023
- Principal Investigator, **SSHRC Insight Grant** for “Understanding Consumers' Attitudes Towards Food Processing”, with Chandon and Gomez (\$146,332)
 - Co-Investigator, **EDI Catalyst Grant** for “Minority-owned-Labels” with Sid Mookerjee (\$3000)
- 2021
- Principal Investigator, **SSHRC Insight Development Grant** for “Online Social Media Experimentation for Consumer and Social Sciences”, with David Hardisty and Johannes Boegershausen (\$33,757)
- 2018
- Principal Investigator, **PH&N Research Grant** for “Why Investors with Low Financial Literacy Prefer Correlated Assets”, with David Hardisty (\$5,880)
- 2016
- Principal Investigator, **SSHRC Insight Grant** for “The effect of desire and will power on food quality-quantity tradeoffs”, with Karl Aquino and Pierre Chandon (\$154,228)
 - Principal Investigator, **UBC Hampton Fund Research Grant – New Faculty Award** for “When pleasure-seeking can lead to healthier food choices and increase food well-being”, with Karl Aquino (\$10,000)
- 2014
- Co-Investigator, **Sorbonne Universités Convergence Grant**, for “Obesity: The Bidirectional Effects of Biology and the Environment” (€42,800)
 - Ph.D. Investigator, **INSEAD R&D Grant** for “Expectancy Effects of Alcohol Mixed with Energy Drink” (€21,440)
- 2012
- Co-Investigator, **Institute for Cardio-metabolism and Nutrition Grant** for “Obesity: The Bidirectional Effects of Biology and the Environment” (€180,000)
 - Ph.D. Investigator, **INSEAD R&D Grant** for “The Diversification Paradox: Risk Perception and Covariance Information among Lay Investors” (€9,000)

Honors

- 2025
- **Society of Consumer Psychology - Outstanding reviewer award**
- 2024
- **“Highly commended” mention, Responsible Business Education Awards delivered by the Financial Times** for “Obesity and Responsiveness to Food Marketing Before and After Bariatric Surgery”, with Chandon, Plassmann, Aron-Wisniewsky, Poitou-Bernet, Clement, and Chabert (2023)

2023

- **Winner of AMA-EBSCO-RRBM Award for Responsible Research in Marketing** for “Obesity and Responsiveness to Food Marketing Before and After Bariatric Surgery”, with Chandon, Plassmann, Aron-Wisniewsky, Poitou-Bernet, Clement, and Chabert (2023)
- **Finalist of AMA-EBSCO-RRBM Award for Responsible Research in Marketing** for “More value from less food? Effects of epicurean labeling on moderate eating in the United States and in France” with Chandon (2023)

2021

- **MSI 2021 Young Scholar**
- **Research Excellence Award (Junior Category)** delivered by the Sauder School of Business

2019

- 40 Business Professors under 40, **Poets and Quants**
- **Winner of Prix Jean Trémolières (French Dissertation Award)** for “Essays on Sensory Perception and the Marketing of Food and Drink”

2015

- **Winner of the Best Paper Award at the 2015 La Londe Conference in Marketing Communications and Consumer Behavior** for “Pleasure as a Substitute for Size: How Multisensory Imagery can make People Happier with Smaller Food Portions”, with Pierre Chandon
- **Winner of the Research Project Competition of Institut Benjamin Delessert** for « Le plaisir des sens : allié ou ennemi d'une meilleure alimentation ? », with Pierre Chandon (12,300€)

2014

- **Co-Winner of the ACR/Sheth Foundation Dissertation Grant Competition** (€2,500)
- Fellow, **Transatlantic Doctoral Consortium, London Business School**

2013

- Fellow, **AMA-Sheth Foundation Doctoral Consortium**, University of Michigan, 2013

2010

- Full Tuition Scholarship, INSEAD, 2010-2015

Teaching Experience

Teaching

- *Causal Inference and Experimentation*, MBAN Program, UBC, 2022, 2025
- *Consumer Behavior*, International MBA Program, UBC & Shanghai Jiao Tong University, 2018-2021
- *Consumer Behavior*, MBA Program, UBC, since 2018
- *Consumer Behavior*, B.Sc. Program, UBC, 2015-2022, 2024
- *Emotional and Sensory Influences on Consumer Behavior*, UBC PhD Program, 2017
- *Introduction to Consumer Behavior*, UBC PhD Program, 2021

Teaching Assistant

- *Brand Management* (INSEAD MBA elective course), Joerg Niessing, 2014
- *Business Simulation* (INSEAD Executive Education Program), Leonard Lodish (Wharton), 2013
- *Brand Management* (INSEAD MBA elective course), Pierre Chandon, 2012

Graduate Research Supervision

Co-Supervisor

- Sid Mookerjee, MA & Ph.D., 2018-2023, Placement: McGill University (with Joey Hoegg)
- Lucy Lu, Ph.D., 2023- (with Joey Hoegg)
- Rob Velzeboer, PhD Interdisciplinary Studies, 2024- (with Eric Li)

Committee Member

- Darcen Esau, MA, 2019
- Julia Chen, PhD in Human Nutrition, 2023-

Professional Service at UBC

2016-2017, 2022-2023	Organizer of the Guest Speaker Series
2017-2020, 2023	Co-organizer of the UBC-UW Conference
Since 2022	Reviewer for Peer Review of Teaching
2020-2023	Director of the Marketing and Behavioural Science Lab
Since 2020	Member of the EDI Committee
Since 2018	SSHRC Grant Internal Reviewer
2017-2020	Member of the Research Advisory Committee

Professional Service to the Marketing Field

Associate Editor

- Journal of Consumer Research (2025 -)
- Journal of Consumer Psychology – Special Issue (2024)

Conference Associate Editor

- Society for Consumer Psychology Conference (2022, 2023)

Editorial review board

- Journal of Consumer Research (2019 -)
- Journal of Marketing Research (2020 -)
- Journal of Consumer Psychology (2021 -)

Ad hoc reviewer

- Journal of Marketing
- Marketing Science
- International Journal of Research in Marketing
- Appetite
- Journal of Marketing Management
- Journal of Economic Psychology
- Organization Behavior and Human Decision Processes
- Management Science
- Food Quality and Preference
- ACR conference

- SCP conference
- La Londe Conference in Marketing Communications and Consumer Behavior
- European Marketing Academy (EMAC) conference
- European ACR conference
- BDRM conference