

BONNIE J.K. SIMPSON

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CURRICULUM VITAE

ACADEMIC EMPLOYMENT HISTORY

2013 - present Assistant Professor, Consumer Behavior, DAN Department of
 Management and Organizational Studies, Western University

EDUCATION

2008-2012 Ph.D in Marketing
 Co-supervisors Dr. Simon Hudson and Dr. Scott Radford
Haskayne School of Business, University of Calgary, Canada

2005-2007 Masters of Human Kinetics (Sport Management)
 Co-supervisors Dr. Vassil Girginov and Dr. Marijke Taks
University of Windsor, Windsor, Canada

1999-2003 Bachelor of Sport Management (Honors)
Brock University, St. Catharines, Canada

RESEARCH INTERESTS

- Consumer behaviour
- Social influence
- Sustainability
- Prosocial behaviour

AWARDS & DISTINCTIONS

2016 Emerald Citations of Excellence Award for When Do (and Don't) Normative
 Appeals Influence Sustainable Consumer Behaviors?" *Journal of Marketing*, 77
 (2), 78-95.

2011 American Marketing Association Sheth Foundation Doctoral Consortium Fellow

2009 Joseph-Armand Bombardier Canada Graduate Scholarship (\$105,000): 36-month
 research funding term from Social Sciences and Humanities Research Council

2008 Queen Elizabeth II Scholarship (\$15,000)

SUMMARY OF PUBLICATIONS

Refereed Journal Articles	Book Chapters	Refereed Conference Proceedings	Non-Refereed Publications
10	2	5	2

REFEREED JOURNAL ARTICLES

10. **Simpson, Bonnie**, Jennifer Robertson, and Katherine White (in press), "How Co-Creation Increases Employee Organizational and Corporate Social Responsibility Engagement: The Moderating Role of Self-Construal," *Journal of Business Ethics*.
9. **Simpson, Bonnie**, Katherine White, and Juliano Laran (2018), "When Public Recognition for Charitable Giving Backfires: The Role of Independent Self-Construal," *Journal of Consumer Research*, 44 (6), 1257-73.
8. White, Katherine, **Bonnie Simpson**, and Jennifer Argo (2014), "The Motivating Role of Dissociative Outgroups in Encouraging Positive Consumer Behaviors," *Journal of Marketing Research* 51 (4), 433-77.
7. **Simpson, Bonnie** and Scott Radford (2014), "Situational Variables and Sustainability in Multi-Attribute Decision-Making," *European Journal of Marketing*, 48 (5/6), 1046-69.
6. Phipps, Marcus, Lucie Ozanne, Michael Luchs, Saroja Subrahmanyam, Sommer Kapitan, Jesse Catlin, Roland Gau, Rebecca Walker Naylor, Randall Rose, **Bonnie Simpson**, and Todd Weaver (2013), "Understanding the Inherent Complexity of Sustainable Consumption: A Social Cognitive Theory Approach," *Journal of Business Research*, 66 (8), 1227-34.
5. Hudson, Simon, Gordon Walker, **Bonnie Simpson**, and Tom Hinch (2013), "The Influence of Ethnicity and Self-Construal on Leisure Constraints," *Leisure Sciences*, 35, 145-66.
4. White, Katherine and **Bonnie Simpson** (2013), "When Do (and Don't) Normative Appeals Influence Sustainable Consumer Behaviors?" *Journal of Marketing*, 77 (2), 78-95.
3. **Simpson, Bonnie** and Scott Radford (2012), "Consumer Perceptions of Sustainability: A Free Elicitation Study," *Journal of Nonprofit and Public Sector Marketing*, 24 (4), 272-91.

2. Luchs Michael G., Rebecca W. Naylor, Randall L. Rose, Jesse R. Catlin, Roland Gau, Sommer Kapitan, Jenny Mish, Lucie Ozanne, Marcus Phipps, **Bonnie Simpson**, Saroja Subrahmanyam, and Todd Weaver (2011), "Toward a Sustainable Marketplace: Expanding Options and Benefits for Consumers," *Journal of Research for Consumers*, 19.
1. Hudson, Simon, Tom Hinch, Gordon Walker, and **Bonnie Simpson** (2010), "Constraints to Sport Tourism: A Cross-Cultural Analysis," *Journal of Sport and Tourism*, 15 (1), 71-88.

BOOK CHAPTERS

2. **Simpson, Bonnie**, Lea Dunn, and Katherine White (2019), "A Framework for Considering Dissociative Identity Effects in Consumption," in M. Forehand and A. Reed (ed.) *Handbook of Research on Identity Theory in Marketing*, Northampton, MA: Edward Elgar Publishing Inc.
1. **Simpson, Bonnie**, Madelynn Stackhouse, and Katherine White (2019), "Stress and Well-being at the Consumer-Employee Interface," in P.L. Perrewé and P.D. Harms (ed.) *Research in Occupational Stress and Well being* (vol. 17): Examining the Role of Well Being in the Marketing Discipline.

REFEREED CONFERENCE PROCEEDINGS

5. **Bonnie Simpson**, Jennifer Argo, and Rhiannon MacDonnell (2013), "Not Like Everyone Else: The Role of Consumer Cause-Related Identity and Uniqueness in Consumer Donation Intentions and Behavior," in NA - Advances in Consumer Research Volume 41, eds. Simona Botti and Aparna Labroo, Duluth, MN: Association for Consumer Research, 797.
4. **Bonnie Simpson**, Scott Radford, and Mehdi Mourali (2012), "The Moderating Role of Situational Consumer Skepticism Towards Sustainability Claims in the Effectiveness of Credibility Signals," in NA - Advances in Consumer Research Volume 40, eds. Zeynep Gürhan-Canli, Cele Otnes, and Rui (Juliet) Zhu, Duluth, MN: Association for Consumer Research, 1126-1126.
3. **Simpson, Bonnie** and Scott Radford (2011), "The Roles of Compromise and Confidence in Sustainable Product Decision-Making", in American Marketing Association Educators' Proceedings Volume 22, eds. Stephanie M. Noble and Charles H. Noble, Chicago, IL: American Marketing Association, 456-57.
2. **Simpson, Bonnie** and Scott Radford (2010), "Willingness to Pay and Socially Conscious Consumerism," in Proceedings of the 35th Annual Macromarketing Conference, ed. Terri L. Rittenburg: Macromarketing Society, 523-37.

1. Radford, Scott and **Bonnie Simpson** (2009), “Engaging Consumers in Sustainable Co-production: The Role of Confidence and Compromise,” in American Marketing Association Educators’ Proceedings Volume 20, eds. Michael Kamins and Ingrid M. Martin, Chicago, IL: American Marketing Association, 115-117.

NON-REFEREED PUBLICATIONS

2. **Simpson, Bonnie** (2011), “Book Review: Guerilla Marketing Goes Green,” *Journal of Macromarketing*, 31 (3).
1. **Simpson, Bonnie** (2011), “Book Review: Sustainability Marketing: A Global Perspective,” *Journal of Macromarketing*, 31 (2).

WORK IN PROGRESS

3. **Simpson, Bonnie**, Martin Schreier, Sally Bitterl, and Katherine White, “Making the World a Better Place: How Crowdfunding Shifts Consumer Preferences Toward Social-Good Products,” under revision for resubmission at *Journal of Marketing Research*.
2. Mesler, Rhiannon MacDonnell and **Bonnie Simpson**, “Self-Construal and Anticipated Personal Happiness in Charitable Donations of Time versus Money,” under review at *International Journal of Research in Marketing*.
1. Mesler, Rhiannon MacDonnell, **Bonnie Simpson**, and Jennifer J. Argo, “That’s an Attractive Borrower! Whether Beauty Is Good Depends on a Prosocial Lender’s Political Ideology,” manuscript in development, target *Journal of Marketing Research*.

INVITED ACADEMIC PRESENTATIONS

1. Simpson, Bonnie (2016) “*Designing Effective Appeals to Encourage Prosocial Behaviors*,” April 8, Voya Financial Colloquium, University of Connecticut.

CONFERENCE PRESENTATIONS

18. **Simpson, Bonnie***, Schreier, Martin, Sally Bitterl, and Katherine White (2019), “Crowdfunding Shifts Consumer Preferences Toward Social Good Products,” *Consumer Behavior Special Interest Group: American Marketing Association*: July 5-7, Bern, Switzerland.

17. Mesler, Rhiannon MacDonnell*, **Bonnie Simpson**, and Jennifer J. Argo (2019), "Where Beauty Meets Ideology: Why Conservatives (but not Liberals) Lend More Generously to Attractive Borrowers," *Society for Consumer Psychology*: February 28-March 1, Savannah, GA.
16. **Simpson, Bonnie***, Schreier, Martin, Sally Bitterl, and Katherine White (2019), "Making the World a Better Place: How Crowdfunding Shifts Consumer Preferences Toward Social-Good Products," *Society for Consumer Psychology*: February 28-March 1, Savannah, GA.
15. Baird, Noelle*, Jennifer Robertson, and **Bonnie Simpson** (2018), "Co-creating Corporate Social Responsibility as a Means of Positively Impacting Employees," *International Congress of Applied Psychology*: June 26-30, Montreal, QC.
14. Mesler, Rhiannon MacDonnell* and **Bonnie Simpson** (2018), "Self-Construal and Anticipated Personal Happiness in Charitable Donations of Time versus Money," *Journal of the Association for Consumer Research Boutique Conference on Prosocial Consumer Behavior*: June 14-16, Whistler, BC.
13. **Simpson, Bonnie***, Katherine White, and Juliano Laran (2018), "When Does Public Recognition for Charitable Giving Backfire? The Role of the Independent Self," in *Society for Consumer Psychology Proceedings*, eds. Ryan Hamilton and Cait Lamberton, Society for Consumer Psychology, 56-57.
12. Mesler, Rhiannon MacDonnell* and **Bonnie Simpson** (2018), "Self-Construal and Anticipated Personal Happiness in Charitable Donations of Time versus Money," in *Society for Consumer Psychology Proceedings*, eds. Ryan Hamilton and Cait Lamberton, Society for Consumer Psychology, 11.
11. **Simpson, Bonnie*** and Jennifer Robertson (2017), "*The Effect of Co-Creating CSR on Employees: The Moderating Role of Self-Construal*," November 30, Ivey Sustainability Conference, Western University.
10. **Simpson, Bonnie***, Juliano Laran, and Katherine White (2017), "When Public Recognition for Charitable Acts Backfires: The Role of Consumer Self-Construal," in *Society for Consumer Psychology Proceedings*, eds. Kate White and On Amir, Society for Consumer Psychology, 100.
9. **Simpson, Bonnie***, Katherine White, and Jennifer Argo (2014), "The Motivating Role of Dissociative Outgroups in Encouraging Sustainable Consumer Behaviors," in *Society for Consumer Psychology Proceedings*, eds. Mark Forehand and Americus Reed, Society for Consumer Psychology, 157-59.
8. **Simpson, Bonnie*** and Katherine White (2012), "When Do (and Don't) Normative Appeals Best Influence Consumer Conservation Behaviors?," in *Society for Consumer Psychology Proceedings*, eds. Amitav Chakravarti and Anirban Mukhopadhyay, Society for Consumer Psychology, 197.

7. **Simpson, Bonnie** and Scott Radford* (2011), “The Roles of Compromise and Confidence in Sustainable Product Decision-Making,” American Marketing Association Educators’ Conference: Chicago, IL.
6. Hudson, Simon*, Gordon Walker, Tom Hinch, and **Bonnie Simpson** (2011), “The Effects of Culture on Tourism Constraints: An Empirical Study,” *Advancing the Social Science of Tourism*, University of Surrey, June 28 – July 1.
5. **Simpson, Bonnie*** and Scott Radford (2011), “Consumer Perceptions of Sustainability: A Free-Elicitation Study,” in Proceedings of the 36th Annual Macromarketing Conference, ed. William Redmond: Macromarketing Society, 267-79.
4. **Simpson, Bonnie*** and Scott Radford (2010), “Willingness to Pay and Socially Conscious Consumerism,” in Proceedings of the 35th Annual Macromarketing Conference, ed. Terri L. Rittenburg: Macromarketing Society, 523-37.
3. Hudson, Simon*, Gordon Walker, Tom Hinch, and **Bonnie Simpson** (2009), “Leisure Constraints and Ethnicity: A Qualitative Approach,” *3rd International Conference for Qualitative Research in Sport and Exercise*: June 10-12, Roehampton University, London.
2. Hinch, Tom, Gordon Walker, Simon Hudson, and **Bonnie Simpson*** (2008), “Ethnicity and Leisure Constraints: A Sport Tourism Context,” Travel and Tourism Research Association - Canada Conference: October 15-18, Victoria, BC.
1. **Simpson, Bonnie*** (2007), “The Impact of Competition on Management in the Ski Resort Industry: A Case Study of Blue Mountain Resorts Limited,” *22nd Annual Conference of The North American Society for Sport Management (NASSM)*: May 30 – June 2, Fort Lauderdale, FL.

OTHER INVITED TALKS

2. **Simpson, Bonnie** (2017), “*Psychology of Shopping*,” November 16, Money Talks Series, Western University.
1. **Simpson, Bonnie** and Jennifer Robertson (2016), “*Co-Creating CSR as a Means of Positively Impacting Employees*,” September 16, DAN Brown Bag Research Series, Western University.

EXTERNAL RESEARCH GRANTS

- 2018 CIHR, “Evaluation of a Smartphone Based Intervention for Improving Food Literacy, Food Purchasing, and Diet Quality Among Youth in Urban, Suburban, and Rural Environments,” Jason Gilliland, Saverio Stranges, **Bonnie Simpson**, Sean Doherty, Jamie Seabrook, Leia Minaker, Piotr Wilk, Jess Haines, Colleen O’Connor, Kambiz Norozi (\$684,674).
- 2017 SSHRC, “A Global Food Paradox: Examining the Relationship Between Resource Scarcity and Food Waste,” **Bonnie Simpson** (PI), Rhiannon MacDonnell-Mesler, Katherine White (\$62, 219)
- 2017 CIHR, “Development and Evaluation of a Smartphone Based Program for Improving Food Literacy and Healthy Eating Among Youth,” Jason Gilliland (PI), Sean Doherty, Piotr Wilk, Colleen O’Connor, Jess Haines, Leia Minaker, **Bonnie Simpson**, Kambiz Norozi, M. Karen Campbell (bridge funding, \$100,000)
- 2017 Heart and Stroke Foundation Grant-in-Aid, “Development and Evaluation of a Smartphone Based Program for Improving Food Literacy and Healthy Eating Among Youth,” Jason Gilliland (PI), Sean Doherty, Piotr Wilk, Colleen O’Connor, Jess Haines, Leia Minaker, **Bonnie Simpson**, Kambiz Norozi, M. Karen Campbell (\$249,000)
- 2010 Sawtooth Software Education Grant: Choice-based experimental design software (\$14,500).

INTERNAL COMPETITIVE RESEARCH GRANTS

- 2018 Faculty of Social Science FRDF Travel Grant Competition, Western University (\$2500)
- 2018 DANCAP Private Equity Faculty Travel, Western University (\$400)
- 2018 DANCAP Private Equity Faculty Research, Western University (\$500)
- 2018 DANCAP Private Equity Faculty Travel, Western University (\$1900)
- 2017 DANCAP Private Equity Faculty Travel, Western University (\$3337)
- 2017 DANCAP Private Equity Faculty Research, co-applicant with Jennifer Robertson, Western University (\$3960)
- 2017 DANCAP Private Equity Faculty Travel, Western University (\$3075)
- 2016 DANCAP Private Equity Faculty Research, co-applicant with Jennifer Robertson, Western University (\$1050)

2016	DANCAP Private Equity Faculty Research, Western University (\$936)
2014	DANCAP Private Equity Faculty Travel, Western University (\$2500)
2013	DANCAP Private Equity Faculty Research, Western University (\$3300)
2013	Faculty of Social Science, Faculty Directed Research Fund Grant, Western University (\$5000)

TEACHING EXPERIENCE

Teaching Awards

- Western University Students' Council Teaching Honour Roll (2017-2018)
- Western University Students' Council Teaching Honour Roll (2013-2014)

Courses Taught

Radboud University Summer School

- Summer 2019 (co-developed and co-taught with Dr. Rhiannon Mesler)
Innovative Methods for Understanding Consumers and Political Orientation

DAN Department of Management & Organizational Studies, Western University

Date	Course	Sections	Total Enrolment	Average Evaluation (1-7)
Winter 2018	Consumer Behavior	2	100	TBD
Fall 2018	Marketing Research	2	58	6.5
Winter 2017	Marketing Research	1	42	6.5
Winter 2017	Consumer Behavior	1	50	6.7
Fall 2017	Marketing Research	2	60	6.5
Fall 2016	Marketing Research	2	55	5.9
Winter 2015	Consumer Behavior	2	86	5.7
Fall 2015	Marketing Research	2	46	6.5
Fall 2013	Marketing Research	1	21	6.5
Fall 2013	Seminar in Consumer Research	1	15	6.4
<i>Average</i>				6.4

Haskayne School of Business, University of Calgary

- Fall 2013
Services Marketing (1 section; 5.82/7)
MBA Directed Study; Co-supervised

- Winter 2010
Services Marketing (1 section; 5.35/7)

Student Supervision – Western University

- Co-supervisor for Adna Dozo
Undergraduate honours thesis, Consumer Behavior

Student Examinations – Western University

- Examining member for Wei Zhou
Undergraduate honours thesis, Consumer Behavior
- Examining member for Jeff Rotman
PhD, Marketing, Ivey School of Business
- Examining member for Juan Wang
PhD, Marketing, Ivey School of Business
- Examining member for Mark McGregor
Masters thesis, Geography
- Examining member for Cecelia Xu
Undergraduate honours thesis, Consumer Behavior

Research Supervision

- Paid Research Assistants: Ngaire King, Kyle Cameron, Gurleen Pooni, Mirit Grabarski, Marisa Kfrerer
- Volunteer Research Assistants: Benn Antepim, Chelsea Christie, Riana Sakatch, Emma Sande, Eric Arcuri, Elisa Gontier, Georgia McCutcheon

PROFESSIONAL SERVICE

Service to the Academy

Ad Hoc Journal Reviewer:

Journal of the Association for Consumer Research
International Journal of Research in Marketing
Journal of Public Policy and Marketing
Canadian Journal of Administrative Sciences
European Journal of Marketing
Personality and Individual Differences

Conference Reviewer:

AMA Consumer Behavior SIG – 2018
Society for Consumer Psychology – 2012 to present
Association for Consumer Research – 2010 to present

Macromarketing Society – 2010 to 2011
 American Marketing Association – 2009 to 2013

Grant and Competition Reviewer:

Social Sciences and Humanities Research Council Insight Competition – 2015 to 2018
 Mary Kay Inc. Dissertation Competition (Academy of Marketing Science) – 2019

Conference Service:

AMA Consumer Behavior SIG Conference 2020 Session Chair
 Society for Consumer Psychology 2018 Session Chair
 Society for Consumer Psychology 2019 Session Chair

Service to the University

Western University

2015 – present Research Ethics Board (Non-Medical) member

DAN Department of Management and Organizational Studies

2018 – 2019 DANCAP Faculty Research Awards Committee
 2017 – 2018 Guest Speaker Committee
 2016 – 2017 Annual Performance Evaluation Committee
 2015 – present Research Participation Pool Committee (Chair)
 2015 – 2017 DANCAP Faculty Research Awards Committee (Chair)
 2013 – 2014 Social Committee (Chair)

Haskayne School of Business, University of Calgary

2012 – 2013 Reviewer, Ethics Review Committee
 2010 – 2012 Faculty Promotions Committee (Student Representative)
 2010 – 2012 PhD Executive Council (Communications Representative)

PROFESSIONAL AFFILIATIONS

Faculty Associate – Human Environments Analysis Laboratory (HEALab), Western University (since 2017)
 Sustainable Consumption Research and Action Initiative (since 2010)
 Association for Consumer Research (since 2010)
 Society for Consumer Psychology (since 2013)
 American Marketing Association (since 2009)