

CHRISTILENE DU PLESSIS

Lee Kong Chian School of Business
Singapore Management University
50 Stamford Road, 178899 Singapore
Email: cduplessis@smu.edu.sg

ACADEMIC POSITIONS

Lee Kong Chian School of Business, Singapore Management University

Assistant Professor of Marketing, July 2017 – present

Maternity leave in 2023

Tenure review in 2027

Cornell University

Visiting Scholar, 2015 – 2016

EDUCATION

Erasmus University, Rotterdam School of Management

Ph.D. in Marketing, 2014 – 2017

INSEAD

M.Sc. in Management, 2011 – 2013

University of Queensland

B.B.M. (with First Class Honors) in Marketing, 2004 – 2009

B.Sc. in Physiology and Biomedical Sciences, 2004 – 2008

RESEARCH INTERESTS

Social Influence, Social Hierarchies, Associative Learning, Marketplace Inequality, Consumer Decision-Making

AWARDS & HONORS

- 2025 Dean's Teaching Honor List, Singapore Management University
- 2025 Faculty Mentor, ACR-Sheth Foundation Doctoral Symposium
- 2023 Dean's Teaching Honor List, Singapore Management University
- 2022 Winner Best Talk Award (Personality & Individual Differences Track), Society for Consumer Psychology
- 2022 Best 50 Undergraduate Professors, Poets & Quants
- 2022 Dean's Teaching Honor List, Singapore Management University
- 2021 Nominee (LKCSB), Most Promising Teacher Award, Singapore Management University

- 2021 Dean's Teaching Honor List, Singapore Management University
- 2020 Dean's Teaching Honor List, Singapore Management University
- 2019 Dean's Teaching Honor List, Singapore Management University
- 2016 Winner Best Student Paper, International Association for Conflict Management
- 2016 Winner Best Graduate Student Poster, Society for Personality and Social Psychology
- 2016 Winner Conference Travel Award (US\$500), Society for Personality and Social Psychology
- 2016 ERIM Talent Placement Award, Erasmus Research Institute of Management
- 2016 Best Paper Proceedings (awarded to ~ 10% of papers), Academy of Management
- 2016 Fellow, AMA-Sheth Doctoral Consortium Fellow
- 2016 Fellow, Trans-Atlantic Doctoral Consortium (TADC) Fellow
- 2015 Erasmus Trustfonds Scholarship
- 2015 Winner Schumann Dissertation Proposal Award, Society for Consumer Psychology
- 2009 First Class Honors, University of Queensland
- 2008 RSPCA Honors Scholarship (AUS\$25,000), University of Queensland

PUBLICATIONS

1. Tierney, Warren, Wilson Cyrus-Lai, ... Christilene du Plessis, ... and Eric Uhlmann, "Who Respects an Angry Woman? A Systematic Crowdsourced Re-Examination of the Relationships between Gender, Emotion Expression, and Status Conferral," *Psychological Science*, conditionally accepted.
2. Xue, Sherrie Ying Ying*, Stephanie Lin and Christilene du Plessis, "The Persistence of Homophobia in Men's Friendship Norms," *Psychological Science*, forthcoming. [***PhD student co-author**]

****Best Talk Award, Society for Consumer Psychology, 2022**

3. Thompson, Debora V., Amna Kirmani, Rebecca Hamilton, Andy Li*, Christilene du Plessis, Daniel Fernandes, Guillaume Johnson, Brent McFerren, Jian Ni, Vladmir Pavlov, Francine Petersen, Lisa Scheer, Yan Vieites, and Keith Wilcox, "Cycles of Inequality in the Marketplace: Insights from Macro, Marketer, and Consumer Perspectives," *International Journal of Research in Marketing*, forthcoming. [***PhD student co-author**]
4. du Plessis, Christilene, Serena D'Hooze and Steven Sweldens (2024), "The Science of Creating Brand Associations: A Continuous Trinity Model Linking Brand Associations to Learning Processes," *Journal of Consumer Research*, 51 (1), 29 – 41.
5. Schaerer, Michael**, Christilene du Plessis**, My Hoang Bao Nguyen*, Robbie C. M. van Aert, Leo Tiokhin, Daniel Lakens and Eric Uhlmann (2023), "On the trajectory of discrimination: A meta-analysis of 44 years of field experiments on gender and hiring decisions," *Organizational Behavior and Human Decision Processes*, 179 (November), 104280 [**** Joint first authorship; * PhD student co-author**]
6. du Plessis, Christilene, My Hoang Bao Nguyen*, Trevor Foulk and Michael Schaerer (2023), "Relative Power and Interpersonal Trust," *Journal of Personality and Social Psychology*, 124 (3), 567 – 592 [***PhD student co-author**]

7. Cyrus-Lai, Wilson, Warren Tierney, Christilene du Plessis, My Nguyen*, Michael Schaerer and Eric Luis Uhlmann (2022), "Avoiding Bias in the Search for Implicit Bias," *Psychological Inquiry*, 33 (3), 203 – 212 [***PhD student co-author**]
 8. Schaerer, Michael, Trevor Foulk, Christilene du Plessis, Min-Hsuan Tu and Satish Krishnan (2021), "Just Because You're Powerless Doesn't Mean They Aren't Out to Get You: Low Power, Paranoia, and Aggression," *Organizational Behavior and Human Decision Processes*, 165, 1 – 20.
 9. Foulk, Trevor, Irene E. De Pater, Michael Schaerer, Christilene du Plessis, Randy Lee and Amir Erez (2020), "It's Lonely at the Bottom (Too): The Effects of Experienced Powerlessness on Social Closeness and Disengagement," *Personnel Psychology*, 73(2), 363-394.
 10. Schaerer, Michael, Christilene du Plessis, Andy Yap and Stefan Thau (2018), "Low Power Individuals in Social Power Research: A Quantitative Review, Theoretical Framework, and Empirical Test," *Organizational Behavior and Human Decision Processes*, 149, 73-96.
- **Best Student Paper Award, International Association for Conflict Management, 2016**
****Best Student Poster Award, Society for Personality and Social Psychology, 2016**
****Best Paper Proceedings, Academy of Management, 2016**
11. Tierney, Warren, Martin Schweinsberg, ... Christilene du Plessis, ... and Eric Uhlmann (2016), "Data from a Pre-publication Independent Replication Initiative Examining Ten Moral Judgement Effects," *Scientific Data*, 3, 160082.
 12. Schweinsberg, Martin, Nikhil Madan, ... Christilene du Plessis, ... and Eric Uhlmann (2016), "Pre-publication Independent Replications of a Single Laboratory's Research Pipeline," *Journal of Experimental Social Psychology*, 66 (September), 55 – 67.

PUBLICATIONS with CONSORTIUM MEMBERSHIP

13. Delios, Andrew, Elena Giulia Clemente, Tao Wu, Hongbin Tan, Yong Wang, Michael Gordon, Domenico Viganola, Zhaowei Chen, Anna Dreber, Magnus Johannesson, Thomas Pfeiffer, Generalizability Tests Forecasting Collaboration[†], and Eric Luis Uhlmann (2022). "Examining the Context Sensitivity of Research Findings from Archival Data," *Proceedings of the National Academy of Sciences*, 119 (30), e2120377119. [**†member of Generalizability Tests Forecasting Collaboration**]
14. Tierney, Warren, Jay Hardy, Charles R. Ebersole, Domenico Viganola, Elena G. Clemente, ..., Culture and Work Forecasting Collaboration[†] and Eric Uhlmann (2021), "A Creative Destruction Approach to Replication: Implicit Work and Sex Morality across Cultures," *Journal of Experimental Social Psychology*, 93, 104060. [**†member of Culture and Work Forecasting Collaboration**]
15. Tierney, Warren, Jay Hardy, Charles R. Ebersole, Keith Leavitt, Domenico Viganola, Elena Clemente, Michael Gordon, Anna Dreber, Magnus Johannesson, Thomas Pfeiffer, Hiring Decisions Forecasting Collaboration[†] and Uhlmann, E. L. (2020), "Creative Destruction in Science," *Organizational Behavior and Human Decision Processes*, 161, 291-309. [**†member of Hiring Decisions Forecasting Collaboration**]

CITATION COUNT and IMPACT ANALYSIS

Total citations of 738 on Google Scholar with a h-index of 10

GRANTS

- 2022 Singapore Ministry of Education (MOE) Academic Research Fund (AcRF) Tier 2 grant for “Understanding and Closing Gender Gaps in Workplace Outcomes”, S\$711,958.
- 2022 Singapore Ministry of Education (MOE) Academic Research Fund (AcRF) Tier 1 grant for “When and Why Monetary Incentives Affect Review Generation and Reception”, S\$69,000.
- 2020 Singapore Ministry of Education (MOE) Academic Research Fund (AcRF) Tier 1 grant for “Coping with Powerlessness at Work and in Everyday Life”, S\$30,000.
- 2020 SMU Retail Centre of Excellence (RCoE) research grant for “Sharing Like a Boss: How Consumers’ Position in the Hierarchy Influences Word-of-Mouth Valence”, S\$46,940.
- 2019 Singapore Ministry of Education (MOE) Academic Research Fund (AcRF) Tier 1 grant for “The Psychology of Impulsive Desire in Consumption”, S\$29,960.
- 2018 Singapore Ministry of Education (MOE) Academic Research Fund (AcRF) Tier 1 grant for “How Sender Characteristics Change Word-of-Mouth Persuasiveness”, S\$28,350.
- 2018 Singapore Ministry of Education (MOE) Academic Research Fund (AcRF) Tier 1 grant for “Looking Beyond the Powerful: The Organizational Consequences of Middle and Low Power”, S\$34,480.
- 2016 ERIM Talent Placement Award, Erasmus Research Institute of Management
- 2016 INSEAD R&D Grant for “Impact of Monetary Incentives on Word-of-Mouth Persuasiveness”
- 2015 INSEAD R&D Grant for “Power Meta-Analysis”

CHAired CONFERENCE SESSIONS

- 2019 *Social Presence and Status Hierarchies*. La Londe Conference Marketing Communications and Consumer Behavior, La Londe les Maures, France.
- 2017 *When Consumer Multitasking Emerges and How It Shapes Consumer Behavior*. Society for Consumer Psychology Conference, San Francisco, California.
- 2016 *When Consumer Multitasking Emerges and How It Shapes Consumer Behavior*. Association for Consumer Research North America Conference, Berlin, Germany.
- 2016 *Context Effects in Word-of-Mouth (WOM): How Innocuous Characteristics of Message Generation Influence Sharing and Persuasiveness*. Society for Consumer Psychology Conference, St. Pete Beach, Florida.

CONFERENCE PRESENTATIONS

Hagerty, Serena F., Christilene du Plessis and Debora V. Thompson, “Zero-Sum Perceptions Reduce Acceptability of Premium Services,” paper to be presented at the *Association for Consumer Research North America Conference*, Washington DC, USA, special session.

De Saint Priest, Oriana, Michael Schaerer, Christilene du Plessis, and Eric Uhlmann (2025), “Do Professional Errors Differentially Impact Women and Men? A Crowdsourced Test,” paper presented at the *Academy of Management Annual Meeting*, Copenhagen, Denmark, poster.

Lee, Jennifer*, Zhen Ge, Shenting Ang, Christilene du Plessis, Michael Schaerer, and Stefan Thau (2025), “The Construct Validity of Social Power Recall Manipulations: Evidence from Text Analysis,” paper presented at the *Academy of Management Annual Meeting*, Copenhagen, Denmark, competitive paper.

Xue, Sherrie Ying Ying, Stephanie C. Lin and Christilene du Plessis (2024), “Avoiding (B)romantic Consumption: Unpacking the Stigma of Male Consumption Sharing,” paper presented at the *Association for Consumer Research North America Conference*, Paris, France, competitive paper.

Christilene du Plessis, Michael Schaerer, and Adam Galinsky (2024), “Power and Risk Revisited: The Powerful Take Risk Because They Can, but the Powerless Take Risk Because They Need To,” paper presented at *Asia-Pacific Association for Consumer Research*, Bali, Indonesia, competitive paper.

du Plessis, Christilene, Serena D’Hooge and Steven Sweldens (2024), “The Science of Creating Brand Associations: A Continuous Trinity Model Linking Brand Associations to Learning Processes,” paper presented at the *Society for Consumer Psychology Boutique Conference: The Consumer Psychology of Brands*, Leeds, United Kingdom, competitive paper.

du Plessis, Christilene, My Hoang Bao Nguyen*, Trevor Foulk and Michael Schaerer (2024), “Relative Power and Interpersonal Trust,” paper presented at the *Society for Personality and Social Psychology Conference*, San Diego, United States of America, symposium.

du Plessis, Christilene, My Hoang Bao Nguyen*, Trevor Foulk and Michael Schaerer (2023), “Relative Power and Interpersonal Trust,” paper presented at the *12th Triennial Invitational Choice Symposium*, Fontainebleau, France, workshop.

Xue, Sherrie Ying Ying, Stephanie C. Lin and Christilene du Plessis (2022), “The Adverse Role of Heterosexual Standards in Male Dyadic Consumption Sharing,” paper presented at the *Society for Consumer Psychology Conference (Virtual)*, competitive paper.

****Winner Best Talk Award (Personality & Individual Difference Track)**

Xue, Sherrie Ying Ying, Stephanie C. Lin and Christilene du Plessis (2021), “Too Close for Comfort: The Role of Heteronormative Standards in Male Dyadic Consumption Sharing,” paper presented at *Association for Consumer Research North America Conference (Virtual)*, special session.

du Plessis, Christilene, Michael Schaerer, My Hoang Bao Nguyen and Trevor Foulk (2021), “Inequality Versus Power: Which is the Proximate Predictor of Interpersonal Trust?” paper presented at the *Academy of Management Annual Meeting (Virtual)*, divisional (Gender and Diversity in Organizations) paper session.

Schaerer, Michael, Trevor Foulk, Christilene du Plessis, Min-Hsuan Tu and Satish Krishnan (2021), “Just because you're powerless doesn't mean they aren't out to get you: Powerlessness, paranoia, and aggressive behavior,” paper presented at the *Academy of Management Annual Meeting (Virtual)*, divisional (Human Resources) paper session.

du Plessis, Christilene, Michael Schaerer, My Hoang Bao Nguyen and Trevor Foulk (2021), “Inequality Versus Power: Which is the Proximate Predictor of Interpersonal Trust?” paper presented at the *Annual Conference of the International Association for Conflict Management (Virtual)*, full paper presentation.

du Plessis, Christilene, Michael Schaerer and David Dubois (2020), “Sharing like a Boss: How Consumers’ Position in the Hierarchy Influences Word-of-Mouth Valence,” paper presented at *Association for Consumer Research North America Conference*, Paris, France, competitive paper.

Schaerer, Michael, Trevor Foulk, Christilene du Plessis, Min-Hsuan Tu and Satish Krishnan (2019), “Just because you're powerless doesn't mean they aren't out to get you: Powerlessness, paranoia, and aggressive behavior,” paper presented at the *Academy of Management Annual Meeting*, Boston, divisional (Conflict Management, Managerial and Organizational Cognition, and Organization Behavior) paper session.

du Plessis, Christilene, Michael Schaerer and David Dubois (2019), “Sharing like a Boss: How Consumers’ Position in the Hierarchy Influences Word-of-Mouth Valence,” paper to be presented at the *La Londe Conference Marketing Communications and Consumer Behavior*, La Londe les Maures, France, competitive paper.

du Plessis, Christilene, Michael Schaerer and David Dubois (2019), “Sharing like a Boss: How Consumers’ Position in the Hierarchy Influences Word-of-Mouth Valence,” paper presented at the *Society for Consumer Psychology Conference*, Savannah, Georgia, competitive paper.

Schaerer, Michael, Christilene du Plessis, Andy Yap and Stefan Thau (2018), “Low Power Individuals in Social Power Research: A Quantitative Review, Theoretical Framework, and Empirical Test,” paper presented at the *Academy of Management Annual Meeting*, Chicago, divisional (Organizational Behavior) paper session.

du Plessis, Christilene and David Dubois (2017), “Paying Peanuts Lowers Legitimacy: When and Why Monetary Incentives Affect Review Generation and Reception,” paper presented at the *La Londe Conference Marketing Communications and Consumer Behavior*, La Londe les Maures, France, competitive paper.

du Plessis, Christilene and David Dubois (2017), “Paying Peanuts Lowers Legitimacy: When and Why Monetary Incentives Affect Review Generation and Reception,” paper presented at *EMAC*, Groningen, The Netherlands, special session.

du Plessis, Christilene, Steven Sweldens and Stijn van Osselaer (2017), “How Distraction Improves Consumer Learning of Brand Associations,” paper to be presented at the *Society for Consumer Psychology Conference*, San Francisco, California, special session.

du Plessis, Christilene, Steven Sweldens and Stijn van Osselaer (2016), “How Distraction Improves Consumer Learning of Brand Associations,” paper presented at the *Association for Consumer Research North America Conference*, Berlin, Germany, special session.

du Plessis, Christilene, Andrew T. Stephen, Yakov Bart and Dilney Goncalves (2016), “Reducing Uncertainty by Increasing It: How Inducing Uncertainty in Uncertainty Appraisals of Reviewer

Trustworthiness Attenuates Bias Correction and Product Devaluation,” paper presented at the *Association for Consumer Research North America Conference*, Berlin, competitive paper.

Schaerer, Michael, Christilene du Plessis, Andy Yap and Stefan Thau (2016), “What about the Powerless? Theoretical and Empirical Consequences of Science’s Obsession with the Powerful,” paper presented at the *Academy of Management Annual Meeting*, Anaheim, divisional (Organizational Behavior) paper session.

****Winner Best Paper Proceedings (awarded to ~10% of papers)**

du Plessis, Christilene, Andrew T. Stephen, Yakov Bart and Dilney Goncalves (2016), “Reducing Uncertainty by Increasing It: How Inducing Uncertainty in Uncertainty Appraisals of Reviewer Trustworthiness Attenuates Bias Correction and Product Devaluation,” paper presented at the *London Business School Trans-Atlantic Doctoral Consortium*, London, full paper presentation.

Schaerer, Michael, Christilene du Plessis, Andy Yap and Stefan Thau (2016), “What about the Powerless? Theoretical and Empirical Consequences of Science’s Obsession with the Powerful,” paper presented at the *London Business School Trans-Atlantic Doctoral Consortium*, London, full paper presentation.

Schaerer, Michael, Christilene du Plessis, Andy Yap and Stefan Thau (2016), “What about the Powerless? Theoretical and Empirical Consequences of Science’s Obsession with the Powerful,” paper presented at the *Annual Conference of the International Association for Conflict Management*, New York City, full paper presentation.

****Winner Best Student Paper**

du Plessis, Christilene, Steven Sweldens and Stijn van Osselaer (2016), “How Distraction Improves Consumer Learning of Brand Associations,” *Society for Consumer Psychology Conference*, St. Pete Beach, FL.

****Winner Schumann Dissertation Proposal Award**

****Part of the “Special Awards Session” with the SCP Fellow, Early Career Award**

du Plessis, Christilene and David Dubois (2016), “Paying Peanuts Lowers Legitimacy: When and Why Monetary Incentives Affect Review Generation and Reception,” paper presented at the *Society for Consumer Psychology Conference*, St. Pete Beach, FL, special session.

du Plessis, Christilene, Andrew T. Stephen, Yakov Bart and Dilney Goncalves (2016), “Reducing Uncertainty by Increasing It: How Inducing Uncertainty in Uncertainty Appraisals of Reviewer Trustworthiness Attenuates Bias Correction and Product Devaluation,” paper presented at the *Society for Consumer Psychology Conference*, St. Pete Beach, FL, poster.

du Plessis, Christilene, Andrew T. Stephen, Yakov Bart and Dilney Goncalves (2016), “Reducing Uncertainty by Increasing It: How Inducing Uncertainty in Uncertainty Appraisals of Reviewer Trustworthiness Attenuates Bias Correction and Product Devaluation,” paper presented at the *American Marketing Association Winter Educators Conference*, Las Vegas, NV, special session.

Schaerer, Michael, Christilene du Plessis, Andy Yap and Stefan Thau (2016), “What about the Powerless? Theoretical and Empirical Consequences of Science’s Obsession with the Powerful,” poster presented at the *Society for Personality and Social Psychology Conference*, San Diego.

****Winner Best Graduate Student Poster**

du Plessis, Christilene and David Dubois (2015), “Paying Peanuts Lowers Legitimacy: When and Why Monetary Incentives Affect Review Generation and Reception,” paper presented at the *Association for Consumer Research North American Conference*, New Orleans, special session.

du Plessis, Christilene and David Dubois (2015), “La vie en Rose at the top? Why Positive (Negative) Information Goes Up (Down) in Power Hierarchies,” paper presented at the *Society for Consumer Psychology Winter Conference*, Phoenix, special session.

Stephen, Andrew, Christilene du Plessis, Yakov Bart Dilney Goncalves (2014), “When Does Paying for Online Product Reviews Pay Off? The Doubt-Inducing Effects of Monetary Incentives on Consumers’ Product Evaluations,” paper presented at *American Marketing Association Winter Educators Conference*, Orlando, special session.

du Plessis, Christilene and David Dubois (2013), “La vie en Rose at the top? Why Positive (Negative) Information Goes Up (Down) in Power Hierarchies,” paper presented at the *Association for Consumer Research North American Conference*, Chicago, special session.

Stephen, Andrew T., Christilene du Plessis, Yakov Bart and Dilney Goncalves (2012), “Does Paying for Online Product Reviews Pay Off? The Effects of Monetary Incentives on Content Creators and Consumers,” paper presented at *Advertising and Consumer Psychology Conference*, Singapore, special session.

Stephen, Andrew, Yakov Bart, Christilene du Plessis and Dilney Goncalves (2012), “Does Paying for Online Product Reviews Pay Off? The Effects of Monetary Incentives on Content Creators and Consumers,” paper presented at *Association for Consumer Research North American Conference*, Vancouver, special session.

INVITED PRESENTATIONS

Academic

- 2025 Singapore Management University, LKCSB Sustainability Peak, Singapore
- 2025 ESSEC, Seminar Series (Interdisciplinary), Singapore
- 2025 Nanyang Technological University, Marketing Department, Singapore
- 2023 INSEAD, 12th Triennial Invitational Choice Symposium, Fontainebleau, France
- 2020 Rotterdam School of Management, Marketing Department, Rotterdam, Netherlands
- 2020 Island Lab (INSEAD-SMU-NTU-NUS-ESSEC), Lab meeting, Singapore
- 2020 Singapore Management University, Marketing Department, Singapore

- 2019 Singapore Management University, Behavioral Sciences Institute, Singapore
- 2017 Rotterdam School of Management, Marketing Department, Rotterdam, Netherlands
- 2017 Singapore Management University, Marketing Department, Singapore
- 2016 Cornell University, Marketing Department, Ithaca, U.S.A
- 2015 University of Texas at Austin & Polish Academy of Sciences, Small Group Meeting on Associative and Propositional Learning, Warsaw, Poland
- 2015 Rotterdam School of Management, Erasmus-Tilburg JDM Camp, Rotterdam, Netherlands
- 2013 ESSEC, INSEAD-HEC-ESSEC Marketing Conference, Paris, France
- 2012 INSEAD, Brown Bag Series, Singapore

Industry

- 2012 Google, Paris
- 2010 RSPCA Queensland, Board of Directors Meeting, Brisbane

TEACHING EXPERIENCE

Singapore Management University

- 2025 Marketing Research, Undergraduate Core, Instructor (Rating: 6.6/7)
- 2023 Pro-Seminar on Consumer Learning, PhD Elective, Instructor (Rating: n/a)
- 2022 Marketing Research, Undergraduate Core, Instructor (Rating: 6.7/7)
- 2022 Marketing Research, Undergraduate Core, Instructor (Rating: 6.7/7)
- 2021 Marketing Research, Undergraduate Core, Instructor (Rating: 6.7/7)
- 2020 Pro-Seminar on Social Hierarchies, PhD Elective, Instructor (Rating: n/a)
- 2020 Marketing Research, Undergraduate Core, Instructor (Rating: 6.6/7)
- 2019 Consumer Behavior, PhD Elective, Instructor (Rating: 6.7/7)
- 2019 Marketing Research, Undergraduate Core, Instructor (Rating: 6.6/7)
- 2018 Pro-Seminar on Social Influence, PhD Elective, Instructor (Rating: n/a)
- 2018 Marketing Research, Undergraduate Core, Instructor (Rating: 6.3/7)

Rotterdam School of Management

- 2017 Bachelor Thesis, Undergraduate Core, Supervisor and Instructor
- 2015 Bachelor Thesis, Undergraduate Core, Supervisor and Instructor

INSEAD

- 2021 Research Methods, PhD Core, Guest Lecturer
- 2013 Brand Management, MBA Elective, Teaching Assistant for Pierre Chandon
- 2012 Marketing Management, MBA Elective, Teaching Assistant for Hilke Plassmann

University of Queensland

2010 Foundations of Advertising, Undergraduate Elective, Tutor
2010 Advertising Management, Undergraduate Elective, Tutor
2010 Business Research Methods, Undergraduate Core, Tutor
2009 Foundations of Advertising, Undergraduate Elective, Tutor
2009 Advertising Management, Undergraduate Elective, Tutor
2009 Business Research Methods, Undergraduate Core, Tutor
2009 Consumer Behavior, Undergraduate Elective, Tutor
2008 Strategic Marketing, Undergraduate Elective, Tutor
2008 Integrated Marketing Communications, Undergraduate Elective, Tutor

PROFESSIONAL SERVICE

Board Membership

Designing a Career in the Marketing Academy (DCMA), Communications Director, 2025 - present

Journal Reviewing

Journal of Consumer Research
International Journal of Research in Marketing
Marketing Letters
Organizational Behavior and Human Decision Processes
Journal of Personality and Social Psychology
Journal of Experimental Social Psychology

Conference Reviewing

Associate Editor

Association for Consumer Research (ACR) North America Conference, 2024

Ad hoc

Association for Consumer Research (ACR) North America Conference
American Marketing Association (AMA) Conference
International Association for Conflict Management (IACM) Conference
La Londe Marketing Conference
Society for Consumer Psychology Conference
LVMH-SMU Luxury Research Conference

Mentoring

Doctoral Student Supervision

Shan Lin, Singapore Management University, 2023 – present

Dissertation Committee (Member)

Dede Narh, PhD, Melbourne University, 2023

Other Formal Mentorship Positions

Faculty Mentor, ACR-Sheth Foundation Doctoral Symposium, 2025

Award Committees

MSI Alden G. Clayton Doctoral Dissertation Proposal Competition, 2019

Singapore Management University Service

MKTG103 Course Coordinator, 2024 – present

Marketing Lab Meeting Coordinator, 2024 – present

Member, IRB Board, 2021 – present

Coordinator, Behavioral Lab and Subject Pool System, 2019 – 2021

Faculty Representative, LKCSB Dean Search, 2020

Faculty Recruitment (Marketing), 2020 – present

Faculty Interviewer, LKCSB Undergraduate Students Admissions Committee, 2018 – present

PhD Admissions Committee (Marketing), 2019

PhD 2nd Year Qualifying Paper Evaluation Committee, 2018 – present

Faculty Representation, SMU LKCSB Undergraduate Graduation Ceremony, 2019 - present

Other Service

Co-Founder and Co-organizer, Island Lab (SMU, NUS, NTU, INSEAD, ESSEC), 2020 – 2021

PROFESSIONAL AFFILIATIONS

Association for Consumer Research

American Marketing Association

Society for Consumer Psychology

Society for Personality and Social Psychology

Academy of Management