

## **Mansur Khamitov**

Division of Marketing and International Business  
Nanyang Business School  
Office S3-B1C-104  
Nanyang Technological University, Singapore

Tel: +(65)6514 8983  
Email: mkhamitov@ntu.edu.sg  
www.mansurkhamitov.com  
50 Nanyang Avenue, 639798

### **ACADEMIC POSITIONS**

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| Assistant Professor of Marketing<br>Nanyang Business School<br>Nanyang Technological University, Singapore | August 2018 - Present |
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### **EDUCATION**

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Ph.D., Marketing, 2018  
Ivey Business School, University of Western Ontario  
Advisor: Dr. Matthew Thomson

M.B.A., Marketing, 2013  
KIMEP University, Kazakhstan

B.S.S., Financial Management/Public Administration  
KIMEP University, Kazakhstan

### **RELEVANT PROFESSIONAL/INDUSTRY EXPERIENCE**

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| Senior Product/Marketing Manager<br>Polpharma SA Pharmaceutical Works | 2011-2013 |
| Associate Brand Manager<br>Procter & Gamble                           | 2011      |

### **RESEARCH INTERESTS**

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Consumer Information Processing Particularly in Relation to Branding (Brand Transgressions, Brand Relationships, Brand Loyalty) and Financial Decision-Making (Saving, Gambling)

### **JOURNAL PUBLICATIONS**

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\* denotes equal contribution

Total Citation Count (Google Scholar, accessed on August 28, 2018): 32, h-index = 4

1. Rotman, Jeff\*, Mansur Khamitov\*, and Scott Connors\* (2018), “Lie, Cheat, and Steal: How Harmful Brands Motivate Consumers to Act Unethically,” *Journal of Consumer Psychology*, 28 (2), 353-61.
2. Connors, Scott\*, Mansur Khamitov\*, Sarah Moroz\*, Lorne Campbell\*, and Claire Henderson (2016), “Time, Money, and Happiness: Does Putting a Price on Time Affect Our Ability to Smell the Roses?” *Journal of Experimental Social Psychology*, 67, 60-64.
3. Khamitov, Mansur\*, Jeff Rotman\*, and Jared Piazza (2016), “Perceiving the Agency of Harmful Agents: A test of Dehumanization versus Moral Typecasting Accounts,” *Cognition*, 146, 33-47.

#### **BOOK CHAPTERS**

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1. Goode, Miranda\*, Mansur Khamitov\*, and Matthew Thomson\* (2015), “Dyads, Triads and Consumer Treachery: When Interpersonal Connections Guard Against Brand Cheating,” in *Handbook of Strong Brands, Strong Relationships*, ed. Susan Fournier, Michael Breazeale, and Jill Avery, London: Routledge/Taylor & Francis, 216-32.

#### **MANUSCRIPTS UNDER REVIEW**

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“Payment Form and Consumer Saving Behavior” with Rod Duclos, revising for invited 3<sup>rd</sup> round at *Journal of Consumer Psychology*.

“Consumer-Brand Relationships and Customer Brand Loyalty” with Xin (Shane Wang) and Matthew Thomson, under 2<sup>nd</sup> round review at *Journal of Consumer Research*.

“Biased Gambling Decision-Making” with Rod Duclos, revising for invited 2<sup>nd</sup> round at *Journal of Consumer Research*.

“Brand Relationships and Construal Level Theory” with Scott Connors, Matthew Thomson, and Andrew Perkins, under review at *Journal of Marketing Research*.

“Brand Transgressions and Service Failures” with Yany Grégoire and Anshu Suri, under review at *Journal of the Academy of Marketing Science*.

#### **REFEREED CONFERENCE PROCEEDINGS**

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1. “Toward a Science of Negative Critical Incidents: Bridging Brand Transgression Research and Service Failure-Recovery,” in *AP Advances in Consumer Research*, 12, ed. Shailendra Pratap Jain and Akshaya Vijayalakshmi, Duluth, MN: Association for Consumer Research, 2019.
2. “How Possessiveness Cue in Brand Names Impacts Brand Evaluations,” in *AP Advances in Consumer Research*, 12, ed. Shailendra Pratap Jain and Akshaya Vijayalakshmi, Duluth, MN: Association for Consumer Research, 2019.

3. "Across Space and Time: How Cultural and Institutional Differences Explain Consumer-Brand Relationships' Differential Effects on Brand Loyalty," in *AP Advances in Consumer Research*, 12, ed. Shailendra Pratap Jain and Akshaya Vijayalakshmi, Duluth, MN: Association for Consumer Research, 2019.
4. "Brand's Moral Character Predominates in Brand Perception and Evaluation," in *NA Advances in Consumer Research*, 46, ed. Andrew Gershoff, Robert Kozinets, and Tiffany White, Duluth, MN: Association for Consumer Research, 2018.
5. "How Well Do Consumer-Brand Relationships Drive Customer Brand Loyalty? Generalizations from a Meta-Analysis of Brand Relationship Elasticities," in *NA Advances in Consumer Research*, 46, ed. Andrew Gershoff, Robert Kozinets, and Tiffany White, Duluth, MN: Association for Consumer Research, 2018.
6. "Names Are the Mirrors of the Soul: The Role of Possessive Brand Names in Brand Evaluations," in *NA Advances in Consumer Research*, 46, ed. Andrew Gershoff, Robert Kozinets, and Tiffany White, Duluth, MN: Association for Consumer Research, 2018.
7. "Thou Shalt Not Look! When Processing the Odds Visually Biases Gambling Behavior," in *NA Advances in Consumer Research*, 46, ed. Andrew Gershoff, Robert Kozinets, and Tiffany White, Duluth, MN: Association for Consumer Research, 2018.
8. "Thou Shalt Not Look! When Visual Aids in Games of Chance Bias Gambling," in *Society for Consumer Psychology Conference Proceedings*, ed. Cait Lamberton and Ryan Hamilton, Dallas, TX: Society for Consumer Psychology, 2018.
9. "Fostering and Leveraging Consumer-Brand Relationships: A Psychological Distance Perspective," in *NA Advances in Consumer Research*, 44, ed. Page Moreau and Stefano Puntoni, Duluth, MN: Association for Consumer Research, 2016.
10. "Seeking Justice: How Harmful Brands Cause Consumers to Punish, Cheat, and Steal," in *NA Advances in Consumer Research*, 44, ed. Page Moreau and Stefano Puntoni, Duluth, MN: Association for Consumer Research, 2016.
11. "Is Cash Almighty? Effects of Hard vs. Soft Money on Saving/Investment Behavior," in *NA Advances in Consumer Research*, 44, ed. Page Moreau and Stefano Puntoni, Duluth, MN: Association for Consumer Research, 2016.
12. "A Brand 'Like Mom Used to Make': Exploring the Effect of Activating Interpersonal Relationship Schemas on Consumer-Brand Relationships," in *Society for Consumer Psychology Conference Proceedings*, ed. Nina Mazar and Gal Zauberman, St. Pete Beach, FL: Society for Consumer Psychology, 2016.
13. "Interpersonal Influences on Consumer-Brand Relationships: Exploring the Effect of Providing Relationship Reminders on Brand Evaluations," in *NA Advances in Consumer*

*Research*, 43, ed. Kristin Diehl and Carolyn Yoon, Duluth, MN: Association for Consumer Research, 2015.

14. "Investigating Brand Cheating in Consumer-Brand Relationships: Triadic and Dyadic Approaches," in *NA Advances in Consumer Research*, 42, ed. June Cotte and Stacy Wood, Duluth, MN: Association for Consumer Research, 2014.

#### **REFEREED CONFERENCE PRESENTATIONS AND SYMPOSIA**

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"Toward a Science of Negative Critical Incidents: Bridging Brand Transgression Research and Service Failure-Recovery," *Association for Consumer Research Asia-Pacific* conference, Ahmedabad, India, January 2019.

"How Possessiveness Cue in Brand Names Impacts Brand Evaluations," in *AP Advances in Consumer Research*, *Association for Consumer Research Asia-Pacific* conference, Ahmedabad, India, January 2019.

"Across Space and Time: How Cultural and Institutional Differences Explain Consumer-Brand Relationships' Differential Effects on Brand Loyalty," *Association for Consumer Research Asia-Pacific* conference, Ahmedabad, India, January 2019.

"Brand's Moral Character Predominates in Brand Perception and Evaluation," *Association for Consumer Research* conference, Dallas, TX, October 2018.

"How Well Do Consumer-Brand Relationships Drive Customer Brand Loyalty? Generalizations from a Meta-Analysis of Brand Relationship Elasticities," *Association for Consumer Research* conference, Dallas, TX, October 2018.

"Names Are the Mirrors of the Soul: The Role of Possessive Brand Names in Brand Evaluations," *Association for Consumer Research* conference, Dallas, TX, October 2018.

"Thou Shalt Not Look! When Processing the Odds Visually Biases Gambling Behavior," *Association for Consumer Research* conference, Dallas, TX, October 2018.

"Names Are the Mirrors of the Soul: The Role of Possessive Brand Names in Brand Evaluations," *Brands and Brand Relationships* conference, Boston, MA, May 2018.

"Thou Shalt Not Look! When Visual Aids in Games of Chance Bias Gambling," *Society for Consumer Psychology* conference, Dallas, TX, February 2018.

"Thou Shalt Not Look! How Numerical Markers in Games of Chance Bias Gambling," *The Effect of Numerical Markers on Consumer Judgment and Decision Making* conference, Columbia, SC, April 2017.

“Disentangling the Differential Static and Dynamic Effects of Various Brand Relationship Strength Metrics on Brand Loyalty,” *Society for Marketing Advances* conference, Atlanta, GA, November 2016.

“Fostering and Leveraging Consumer-Brand Relationships: A Psychological Distance Perspective,” *Association for Consumer Research* conference, Berlin, Germany, October 2016.

“Seeking Justice: How Harmful Brands Cause Consumers to Punish, Cheat, and Steal,” *Association for Consumer Research* conference, Berlin, Germany, October 2016.

“Is Cash Almighty? Effects of Hard vs. Soft Money on Saving/Investment Behavior,” *Association for Consumer Research* conference, Berlin, Germany, October 2016.

“Ambro Cough Syrup: Dealing with Capacity/Out of Stock Issues,” *North American Case Research Association* conference, Las Vegas, NV, October 2016.

“Disentangling the Differential Static and Dynamic Effects of Various Brand Relationship Strength Metrics on Brand Loyalty,” *Brands and Brand Relationships* conference, Toronto, ON, May 2016.

“A Brand “Like Mom Used to Make”: Exploring the Effect of Activating Interpersonal Relationship Schemas on Consumer-Brand Relationships,” *Society for Consumer Psychology* conference, St. Pete Beach, FL, February 2016.

“Interpersonal Influences on Consumer-Brand Relationships: Exploring the Effect of Providing Relationship Reminders on Brand Evaluations,” *Association for Consumer Research* conference, New Orleans, LA, October 2015.

“The Effect of Relationship Strength Reminders on Brand Performance Outcomes,” *Society for Consumer Psychology* summer conference, Toronto, ON, August 2015.

“Investigating Brand Cheating in Consumer-Brand Relationships: Triadic and Dyadic Approaches,” (session chair), *Association of Consumer Research* conference, Baltimore, MD, October 2014.

“Understanding Brand Infidelity: Triadic and Dyadic Perspectives on Consumer-Brand Relationships,” *Brands and Brand Relationships* conference, Boston, MA, May 2014.

#### **REFEREED CONFERENCE POSTERS (WORKING PAPER SESSIONS)**

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“Consumer Theft, Cheating, and Punishment in Response to Perceptions of Brand Dispositional Harmfulness,” *Society for Personality and Social Psychology* conference, San Diego, CA, January 2016.

“Human Brands and Academic Job Market: What It Takes to Be Successful as Marketing

PhD Graduates,” *American Marketing Association Winter Marketing Educators’* conference, San Antonio, TX, February 2015.

“Asymmetric Consumer Responses to Brand Crises,” *Society for Consumer Psychology* conference, Phoenix, AZ, February 2015.

“Why Do Bad Brands Get Blamed,” *Society for Consumer Psychology* conference, Phoenix, AZ, February 2015.

“When Do Bad Brands Get Blamed? The Effect of Moral Agency on Brand Punishment,” *Association for Psychological Science* convention, San Francisco, CA, May 2014.

“Human Brands in Academia: Predictors of Successful Placement for Marketing Doctoral Graduates,” *2<sup>nd</sup> Empirical and Theoretical Marketing symposium*, Burlington, ON, May 2014.

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#### **PUBLISHED CASE STUDIES AND TEACHING NOTES**

Khamitov, Mansur, Jodie Whelan, and Matthew Thomson (2015), “Superb Trucks LP: How to Conduct a Field Experiment”, Case #9B15A025, Teaching Note #8B15A025, Ivey Publishing.

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#### **INVITED TALKS**

|  |                |
|--|----------------|
| University of Bern   | June 2018      |
| University of Guelph, College of Business and Economics                  | January 2018   |
| Jindal Global University, Jindal Global Business School                  | November 2017  |
| Tilburg University, School of Economics and Management                   | October 2017   |
| Koç University, College of Administrative Sciences and Economics         | October 2017   |
| University of Western Ontario, DAN Management and Organizational Studies | October 2017   |
| Baruch College CUNY, Zicklin School of Business                          | September 2017 |
| Nanyang Technological University, Nanyang Business School                | September 2017 |
| University of Calgary, Haskayne School of Business                       | September 2017 |
| Loyola Marymount University, College of Business Administration          | September 2017 |
| Lingnan University, Faculty of Business                                  | September 2017 |
| Sabancı University, School of Management                                 | September 2017 |
| University of Dayton, School of Business Administration                  | August 2017    |
| Wilfrid Laurier University, Lazaridis School of Business and Economics   | October 2016   |
| Nazarbayev University, Graduate School of Business                       | August 2016    |
| University of Western Ontario, Department of Psychology                  | November 2015  |
| University of Western Ontario, Annual Ivey Consumer Behavior Symposium   | January 2015   |

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#### **HONORS, AWARDS, AND GRANTS**

Start-up Research Grant, Nanyang Business School, 2018-2021 (\$90,000)  
 AMA CBSIG Rising Star Award Recipient, 2017-2018

Emerald/EFMD 2017 Outstanding Doctoral Research Highly Commended Award for “How Well Do Consumer-Brand Relationships Drive Customer Brand Loyalty? Generalizations from a Meta-Analysis of Brand Relationship Elasticities”, 2018  
 Social Sciences and Humanities Research Council (SSHRC) of Canada Doctoral Fellowship, 2017-2018  
 George E. Connell Graduate Scholarship, 2017-2018  
 AMA-Sheth Foundation Doctoral Consortium Fellow, University of Notre Dame, 2016  
 Society for Marketing Advances Best Dissertation Proposal Award Recipient, 2016  
 Society for Consumer Psychology International Travel Scholarship, 2016  
 Society for Marketing Advances Doctoral Consortium Fellow, 2016  
 Paul R. Lawrence Fellowship, Case Research Foundation/North American Case Research Association, 2016  
 Ontario Graduate Scholarship, Province of Ontario, 2015, 2016, 2017  
 C.B. (Bud) Johnston Graduate Scholarship, 2015-2016, 2016-2017  
 Ivey Thesis Research Fund, Western University, 2016-2017  
 Berdie and Irvin Cohen Graduate Scholarship, 2014-2015  
 Full Presidential MBA Scholarship, KIMEP University, 2011-2013  
 President of the Republic of Kazakhstan Scholarship, 2010-2011

## **TEACHING EXPERIENCE**

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Integrated Marketing Communications (Undergraduate Marketing Core)  
 Course Instructor (2015-2018)

Advertising and Marketing in Emerging Economies (MBA Elective)  
 Guest Lecturer (2013)

Marketing (Undergraduate Core)  
 Teaching Assistant (2014)

Strategic Market Planning (Undergraduate Elective)  
 Teaching Assistant (2014)

## **PROFESSIONAL SERVICE AND ACTIVITIES**

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### *Service to the Field:*

ACR Communications Manager, Association for Consumer Research, 2017-present  
 Vice-Chair of Online Engagement, DocSIG, American Marketing Association, 2016-2018  
 Volunteer, 2014 Association for Consumer Research Conference

### *Ad-hoc Reviewer for:*

Journal of Consumer Research (Trainee Reviewer)  
 Journal of Experimental Social Psychology  
 Strong Brands, Strong Relationships Handbook  
 Association for Consumer Research Conference

Society for Consumer Psychology Conference  
 American Marketing Association Winter and Summer Educators Conferences  
 Brands and Brand Relationships Conference

## PROFESSIONAL AFFILIATIONS

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|   |  |
|---|--|
| Association for Consumer Research             | Society for Consumer Psychology          |
| American Marketing Association                | Society for Judgment and Decision Making |
| Society for Personality and Social Psychology | European Marketing Academy               |
| Society for Marketing Advances                |  |

## SELECTED MEDIA COVERAGE OF MY RESEARCH

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1. “When Brands Tempt Us to Lie, Cheat, and Steal,” *Science Daily* (November 30, 2017).
2. “When Brands Tempt Us to Lie, Cheat, and Steal,” *Phys.org* (November 30, 2017).
3. “When Brands Tempt Us to Lie, Cheat, and Steal,” *Science Newsline* (November 30, 2017).
4. “When Brands Tempt Us to Lie, Cheat, and Steal,” *Health Medicine Network* (November 30, 2017).
5. “When Brands Tempt Us to Lie, Cheat, and Steal,” *EurekAlert* (November 29, 2017).
6. “When Brands Tempt Us to Lie, Cheat, and Steal,” *Bright Surf* (November 29, 2017).
7. “Is Our Feeling of ‘Agency’ over an Event Inherently Rewarding?” *The Complex Brain* (January 11, 2016).
8. “People and Companies Who Do Harm Are Dehumanized, not Typecasted,” *Atlas of Science* (October 27, 2015).
9. “Perceiving the Agency of Harmful Agents: A Test of Dehumanization versus Moral Typecasting Accounts,” *National Affairs* (October 22, 2015).