

## Mansur Khamitov

Division of Marketing and International Business  
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### 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      |
| Intern<br>Parliament of the Republic of Kazakhstan                    | 2010      |

### RESEARCH INTERESTS

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

### JOURNAL PUBLICATIONS

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\* denotes equal contribution

Total Citation Count (Google Scholar, accessed on April 1, 2019): 43, h-index = 4

1. Khamitov, Mansur, Xin (Shane) Wang, and Matthew Thomson (2019), “How Well Do Consumer-Brand Relationships Drive Customer Brand Loyalty? Generalizations from a Meta-Analysis of Brand Relationship Elasticities”, *Journal of Consumer Research*, forthcoming.
  - Emerald/EFMD Outstanding Doctoral Research Highly Commended Award 2017
  - Society for Marketing Advances Best Dissertation Proposal Award 2016
2. Duclos, Rod and Mansur Khamitov (2019), “Compared to Dematerialized Money, Cash Increases Impatience in Intertemporal Choice”, *Journal of Consumer Psychology*, forthcoming.
3. 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.
  - Recognized as JCP’s top 20 most downloaded paper among articles published July 2016-June 2018
4. 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.
5. 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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“Brand Transgressions and Service Failures” with Yany Grégoire and Anshu Suri, revising for invited 3<sup>rd</sup> round at *Journal of the Academy of Marketing Science*.

“Brand Sabotage” with Andrea Kähr, Bettina Nyffenegger, Harley Krohmer, and Wayne D. Hoyer, under review at *Journal of Marketing*.

“Brand Names” with Marina Puzakova, under review at *Journal of Marketing Research*.

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

“Gambling Decision-Making” with Rod Duclos, under review at *Journal of Marketing Research*.

## REFEREED CONFERENCE PROCEEDINGS

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1. "Twins Raised in Different Families: An Integrative Framework to Bridge Brand Transgression and Service Failure-Recovery," in *Society for Consumer Psychology Conference Proceedings*, ed. Kelly Haws and Brent McFerran, Savannah, GA: Society for Consumer Psychology, 2019.
2. "Brand's Moral Character Prevails in Brand Evaluations," in *Society for Consumer Psychology Conference Proceedings*, ed. Kelly Haws and Brent McFerran, Savannah, GA: Society for Consumer Psychology, 2019.
3. "Across Space and Place: How Cultural and Institutional Differences Explain Consumer Brand Relationships' Differential Effects on Brand Loyalty," in *American Marketing Association Winter Academic Conference Proceedings*, ed. Markus Giesler, Son K. Lam, and Xueming Luo, Austin, TX: American Marketing Association, 2019.
4. "When Processing the Probabilities Visually Biases Gambling Behavior," in *American Marketing Association Winter Academic Conference Proceedings*, ed. Markus Giesler, Son K. Lam, and Xueming Luo, Austin, TX: American Marketing Association, 2019.
5. "How Brand's Moral Character Shapes Brand Perception and Evaluation," in *American Marketing Association Winter Academic Conference Proceedings*, ed. Markus Giesler, Son K. Lam, and Xueming Luo, Austin, TX: American Marketing Association, 2019.
6. "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.
7. "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.
8. "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.
9. "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.
10. "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.

11. "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.
12. "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.
13. "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.
14. "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.
15. "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.
16. "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.
17. "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 Zauberaman, St. Pete Beach, FL: Society for Consumer Psychology, 2016.
18. "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.
19. "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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"How Consumer Brand Sabotage Affects Other Consumers – The Differential Role of Self-Brand Connection," *American Marketing Association's Consumer Behavior Special Interest Group (CBSIG)* conference, Bern, Switzerland, July 2019.

"Creepiness in Personalized Online Marketing: Concept, Measurement, and Consequences," *Theory + Practice in Marketing* conference, New York, NY, May 2019.

“How Cultural and Institutional Dimensions Shape Consumer-Brand Relationships’ Effects on Brand Loyalty,” *Academy of Marketing Science* conference, Vancouver, BC, May 2019.

“Synthesizing Negative Critical Incidents: Integration of Service Failure-Recovery and Brand Transgression Streams,” *Academy of Marketing Science* conference, Vancouver, BC, May 2019.

“The Dominant and Underexamined Role of Brand’s Moral Character in Determining Brand Perception and Evaluation,” *Academy of Marketing Science* conference, Vancouver, BC, May 2019.

“Twins Raised in Different Families: An Integrative Framework to Bridge Brand Transgression and Service Failure-Recovery,” *Society for Consumer Psychology* conference, Savannah, GA, March 2019.

“Brand’s Moral Character Prevails in Brand Evaluations,” *Society for Consumer Psychology* conference, Savannah, GA, March 2019.

“Across Space and Place: How Cultural and Institutional Differences Explain Consumer Brand Relationships’ Differential Effects on Brand Loyalty,” *American Marketing Association Winter Academic* conference, Austin, TX, February 2019.

“When Processing the Probabilities Visually Biases Gambling Behavior,” *American Marketing Association Winter Academic* conference, Austin, TX, February 2019.

“How Brand’s Moral Character Shapes Brand Perception and Evaluation,” *American Marketing Association Winter Academic* conference, Austin, TX, February 2019.

“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,” *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.

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#### 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 Academic* 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

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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

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|                                                                  |               |
|------------------------------------------------------------------|---------------|
| Deakin University                                                | June 2019     |
| 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  |

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| 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 |
| Sabanci 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   |

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

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SSRN Top 20% author by all-time paper downloads, 2019  
 Journal of Consumer Research (JCR) Author Development Workshop Participant, 2018  
 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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Principles of Marketing/Introduction to Marketing (Undergraduate Core)  
 Course Instructor (2019 - )

Advanced Seminar in CB: Consumer Judgment and Decision-Making (PhD Seminar)  
 Course Co-Instructor (2019 - )

Integrated Marketing Communications (Undergraduate 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:*

Vice-Chair of Communications and Membership, CBSIG, American Marketing Association, 2019-  
ACR Communications Manager, Association for Consumer Research, 2017-2019  
Invited Faculty Panelist, DocSIG Special Session at Winter AMA Conference, 2019  
Invited Panelist, Mumbrella Asia Finance Marketing Summit, 2019  
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  
AMA's Consumer Behavior Special Interest Group (CBSIG) Conference  
Academy of Marketing Science Conference

### **PROFESSIONAL AFFILIATIONS**

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Association for Consumer Research  
American Marketing Association  
Academy of Marketing Science

Society for Consumer Psychology  
Society for Judgment and Decision Making  
European Marketing Academy

### **SELECTED MEDIA COVERAGE OF MY RESEARCH AND MEDIA QUOTES**

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1. *MONEY FM 89.3* business and personal finance radio station hosts Mansur Khamitov to discuss the forthcoming "How Well Do Consumer-Brand Relationships Drive Customer Brand Loyalty? Generalizations from a Meta-Analysis of Brand Relationship Elasticities" article (April 24, 2019).

2. "When Cash Is Your Enemy," *NewsRx* (April 12, 2019).
3. *MONEY FM 89.3* business and personal finance radio station hosts Mansur Khamitov to discuss the forthcoming "Compared to Dematerialized Money, Cash Increases Impatience in Intertemporal Choice" article (April 3, 2019).
4. "When Cash Is Your Enemy," *Science Daily* (April 1, 2019).
5. "When Cash Breeds Impatience," *The New Paper* (April 1, 2019).
6. "When Cash Is Your Enemy," *Phys.org* (April 1, 2019).
7. "When Cash Is Your Enemy," *Shamel News* (April 1, 2019).
8. "Is Cash Really King?" *The Business Times* (March 29, 2019).
9. "When Cash Is Your Enemy," *EurekAlert* (March 29, 2019).
10. *Mumbrella* marketing news platform features Mansur Khamitov's opinion piece on A.G. Lafley of Procter & Gamble and his contributions: "Industry Heroes: Alan George Lafley of Procter & Gamble – One of the 'Most Lauded CEOs in History'," March 20, 2019.
11. *The New Paper* quotes Mansur Khamitov on nation/country branding and the use of animal mascots in brand communications: "Singapore Otters a Hit Overseas," January 14, 2019.
12. *Asia One* requotes Mansur Khamitov on nation/country branding and the use of animal mascots in brand communications: "Singapore Otters a Hit Overseas," January 14, 2019.
13. *Singaporebizz News* requotes Mansur Khamitov on nation/country branding and the use of animal mascots in brand communications: "Singapore Otters a Hit Overseas," January 14, 2019.
14. *Sqfeed Journal* requotes Mansur Khamitov on nation/country branding and the use of animal mascots in brand communications: "Singapore Otters a Hit Overseas," January 14, 2019.
15. "When Brands Tempt Us to Lie, Cheat, and Steal," *Media Psychology 101* (July 16, 2018).
16. "When Brands Tempt Us to Lie, Cheat, and Steal," *Consumer Psychology Research Blog* (May 3, 2018).
17. "When Brands Tempt Us to Lie, Cheat, and Steal," *Science Daily* (November 30, 2017).
18. "When Brands Tempt Us to Lie, Cheat, and Steal," *Phys.org* (November 30, 2017).
19. "When Brands Tempt Us to Lie, Cheat, and Steal," *Science Newslines* (November 30, 2017).
20. "When Brands Tempt Us to Lie, Cheat, and Steal," *Health Medicine Network* (November 30, 2017).
21. "When Brands Tempt Us to Lie, Cheat, and Steal," *EurekAlert* (November 29, 2017).
22. "When Brands Tempt Us to Lie, Cheat, and Steal," *Bright Surf* (November 29, 2017).
23. "Is Our Feeling of 'Agency' over an Event Inherently Rewarding?" *The Complex Brain* (January 11, 2016).
24. "People and Companies Who Do Harm Are Dehumanized, not Typecasted," *Atlas of Science* (October 27, 2015).
25. "Perceiving the Agency of Harmful Agents: A Test of Dehumanization versus Moral Typecasting Accounts," *National Affairs* (October 22, 2015).