Mansur Khamitov

Division of Marketing and International Business   Tel: +(65)6514 8983
Nanyang Business School   Email: mkhamitov@ntu.edu.sg
Office S3-B1C-104   www.mansurkhamitov.com
Nanyang Technological University, Singapore   50 Nanyang Avenue, 639798

ACADEMIC POSITIONS

Assistant Professor of Marketing   August 2018 - Present
Nanyang Business School
Nanyang Technological University, Singapore

EDUCATION

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

Senior Product/Marketing Manager   2011-2013
Polpharma SA Pharmaceutical Works

Associate Brand Manager   2011
Procter & Gamble

Intern   2010
Parliament of the Republic of Kazakhstan

RESEARCH INTERESTS

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

JOURNAL PUBLICATIONS

* denotes equal contribution

Total Citation Count (Google Scholar, accessed on March 16, 2019): 41, 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

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

"Brand Transgressions and Service Failures" with Yany Grégoire and Anshu Suri, revising for invited 3rd round at *Journal of the Academy of Marketing Science*.

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

REFEREED CONFERENCE PROCEEDINGS

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 Zauberman, 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

"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.

REFEREED CONFERENCE POSTERS (WORKING PAPER SESSIONS)

"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," *2nd Empirical and Theoretical Marketing symposium,* Burlington, ON, May 2014.

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.

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
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

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

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

Service to the Field:
Vice-Chair Communications Elect, 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
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

Association for Consumer Research   Society for Consumer Psychology
American Marketing Association   Society for Judgment and Decision Making
Academy of Marketing Science   European Marketing Academy

SELECTED MEDIA COVERAGE OF MY RESEARCH AND MEDIA QUOTES

1. *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.
2. *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.
3. "When Brands Tempt Us to Lie, Cheat, and Steal," *Science Daily* (November 30, 2017).
4. "When Brands Tempt Us to Lie, Cheat, and Steal," *Phys.org* (November 30, 2017).
5. "When Brands Tempt Us to Lie, Cheat, and Steal," *Science Newsline* (November 30, 2017).

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