

## Mansur Khamitov

Division of Marketing  
Nanyang Business School  
Nanyang Technological University, Singapore  
Married, 2 children

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### ACADEMIC POSITIONS

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Assistant Professor of Marketing

August 2018 - Present

### EDUCATION

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Ph.D., Marketing, 2018  
Ivey Business School, University of Western Ontario

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

### JOURNAL PUBLICATIONS \* denotes equal contribution

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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. Khamitov, Mansur, Yany Grégoire, and Anshu Suri (2019), "A Systematic Review of Brand Transgression, Service Failure-Recovery, and Product-Harm Crisis: Integration and Guiding Insights," *Journal of the Academy of Marketing Science*, forthcoming.
3. Duclos, Rod and Mansur Khamitov (2019), "Compared to Dematerialized Money, Cash Increases Impatience in Intertemporal Choice", *Journal of Consumer Psychology*, 29 (3), 445-54.
4. 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
5. 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.
6. 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.

### MANUSCRIPTS UNDER REVIEW

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“Brand Sabotage” with Andrea Kähr, Bettina Nyffenegger, Harley Krohmer, and Wayne D. Hoyer, revising for invited 2<sup>nd</sup> review at *Journal of Marketing*.

“Brand Relationships and Construal Level” with Scott Connors, Matthew Thomson, and Andrew Perkins, revising for invited 2<sup>nd</sup> review at *Journal of Marketing*.

### **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.

### **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)

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

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Senior Product/Marketing Manager, Polpharma SA Pharmaceutical Works	2011-2013
Associate Brand Manager, Procter & Gamble	2011
Intern, Parliament of the Republic of Kazakhstan	2010

### **REFEREED CONFERENCE PROCEEDINGS**

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1. “How Consumer Brand Sabotage Affects Observing Consumers: Buffering versus Amplifying Effects of Consumers’ Prior Self-Brand Connections,” in *NA Advances in Consumer Research*, 47, ed. Rajesh Bagchi, Lauren Block, and Leonard Lee, Duluth, MN: ACR, 2019.
2. “How Well Do Consumer-Brand Relationships Drive Customer Brand Loyalty Across Different Cultures and Institutions,” in *NA Advances in Consumer Research*, 47, ed. Rajesh Bagchi, Lauren Block, and Leonard Lee, Duluth, MN: ACR, 2019.
3. “A Systematic Review of Brand Transgression and Service Failure-Recovery: Integration and Future Directions,” in *NA Advances in Consumer Research*, 47, ed. Rajesh Bagchi, Lauren Block, and Leonard Lee, Duluth, MN: ACR, 2019.
4. “Twins Raised in Different Families: An Integrative Framework to Bridge Brand Transgression and Service Failure-Recovery,” in *SCP Proceedings*, ed. Kelly Haws and Brent McFerran, Savannah, GA: SCP, 2019.
5. “Brand’s Moral Character Prevails in Brand Evaluations,” in *SCP Proceedings*, ed. Kelly Haws and Brent McFerran, Savannah, GA: SCP, 2019.
6. “Across Space and Place: How Cultural and Institutional Differences Explain Consumer

- Brand Relationships' Differential Effects on Brand Loyalty," in *Winter AMA Proceedings*, ed. Markus Giesler, Son K. Lam, and Xueming Luo, Austin, TX: AMA, 2019.
7. "When Processing the Probabilities Visually Biases Gambling Behavior," in *Winter AMA Proceedings*, ed. Markus Giesler, Son K. Lam, and Xueming Luo, Austin, TX: AMA, 2019.
  8. "How Brand's Moral Character Shapes Brand Perception and Evaluation," in *Winter AMA Proceedings*, ed. Markus Giesler, Son K. Lam, and Xueming Luo, Austin, TX: AMA, 2019.
  9. "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: ACR, 2019.
  10. "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: ACR, 2019.
  11. "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: ACR, 2019.
  12. "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: ACR, 2018.
  13. "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: ACR, 2018.
  14. "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: ACR, 2018.
  15. "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: ACR, 2018.
  16. "Thou Shalt Not Look! When Visual Aids in Games of Chance Bias Gambling," in *SCP Proceedings*, ed. Cait Lamberton and Ryan Hamilton, Dallas, TX: SCP, 2018.
  17. "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: ACR, 2016.

18. “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: ACR, 2016.
19. “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: ACR, 2016.
20. “A Brand “Like Mom Used to Make”: Exploring the Effect of Activating Interpersonal Relationship Schemas on Consumer-Brand Relationships,” in *SCP Proceedings*, ed. Nina Mazar and Gal Zauberan, St. Pete Beach, FL: SCP, 2016.
21. “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: ACR, 2015.
22. “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: ACR, 2014.

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

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AMA’s Consumer Behavior SIG conference, Bern, Switzerland, July 2019.  
 Theory + Practice in Marketing conference, New York, NY, May 2019.  
 Academy of Marketing Science conference, Vancouver, BC, May 2019.  
 Society for Consumer Psychology conference, Savannah, GA, March 2019.  
 Winter AMA conference, Austin, TX, February 2019.  
 Association for Consumer Research AP conference, Ahmedabad, India, January 2019.  
 Association for Consumer Research conference, Dallas, TX, October 2018.  
 Brands and Brand Relationships conference, Boston, MA, May 2018.  
 Society for Consumer Psychology conference, Dallas, TX, February 2018.  
 Numerical Markers and Consumer JDM conference, Columbia, SC, April 2017.  
 Association for Consumer Research conference, Berlin, Germany, October 2016.  
 Brands and Brand Relationships conference, Toronto, ON, May 2016.  
 Society for Consumer Psychology conference, St. Pete Beach, FL, February 2016.  
 Association for Consumer Research conference, New Orleans, LA, October 2015.  
 Society for Consumer Psychology summer conference, Toronto, ON, August 2015.  
 Association of Consumer Research conference, Baltimore, MD, October 2014.  
 Brands and Brand Relationships conference, Boston, MA, May 2014.

#### **SELECTED INVITED TALKS**

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University of Bern	June 2018
University of Guelph, College of Business and Economics	January 2018
Tilburg University, School of Economics and Management	October 2017

Koç University, College of Administrative Sciences and Economics	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
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
University of Western Ontario, Department of Psychology	November 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 Doctoral Consortium Fellow, 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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Strategic Brand Management (Undergraduate Core)  
 Course Instructor (Scheduled 2020)

Principles of Marketing/Introduction to Marketing (Undergraduate Core)  
 Course Instructor (2019 - )  
 Teaching Evaluations: 4.6/5

Advanced Seminar in CB: Consumer Judgment and Decision-Making (PhD Seminar)  
 Course Co-Instructor (2019 - )  
 Teaching Evaluations: 5/5

Integrated Marketing Communications (Undergraduate Core)  
 Course Instructor (2015-2018)  
 Most Recent Teaching Evaluations: 6.7/7

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

#### **GRADUATE STUDENT SUPERVISION**

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Lijun (Shirley) Zhang (Marketing PhD student, RA 2019) - NTU  
Tang Qing (Marketing PhD student, RA 2019) - NTU  
Olga Kusraeva (Marketing Doctoral student, External Examiner, 2019) - National  
Research University Higher School of Economics, Russia

#### **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 Juror, Mumbrella Asia Media and Marketing Awards, 2019  
Invited Panelist, Mumbrella Asia Finance Marketing Summit, 2019  
Vice-Chair of Online Engagement, DocSIG, American Marketing Association, 2016-  
2018

##### *Service to the Department:*

Departmental Brownbag Coordinator, 2019-  
Social and Brownbag Committee, 2019-  
Research Seminar/Speaker Committee, 2018-  
E-learning Committee, 2018-2019

##### *Ad-hoc Reviewer for:*

Journal of Experimental Social Psychology  
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	Society for Consumer Psychology
American Marketing Association	Society for Judgment and Decision Making
Academy of Marketing Science	

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

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1. *Straits Times* newspaper quotes Mansur Khamitov on National Day videos as a brand tactic to foster a great consumer-brand connection: "Telcos' National Day Videos Prove Big Hit Online," (August 8, 2019).
2. CNA TV news channel video interviews Mansur Khamitov for its "Money Mind" show on brand disloyalty and brand building: "The Winds of Change," (July 30, 2019).

3. CNA TV news channel video interviews Mansur Khamitov on an announced co-branding strategy and brand alliance between Singapore and Malaysia Airlines: “SIA-MAS tie-up could help carriers fend off competition,” (June 28, 2019).
4. *Marketing in Asia* news platform features Mansur Khamitov’s opinion piece based on the forthcoming article: “Should One Invest in Brand Relationships to Drive Customer Loyalty?” (June 26, 2019).
5. *The Government of Singapore* requotes Mansur Khamitov on consumer, firm, and market implications of upcoming rollout of fifth generation (5G) networks: “Explainer: IMDA’s proposed framework for ultra-fast 5G networks in Singapore,” (May 10, 2019).
6. *Singapore Informer* news requotes Mansur Khamitov on consumer, firm, and market implications of upcoming rollout of fifth generation (5G) networks: “Explainer: IMDA’s proposed framework for ultra-fast 5G networks in Singapore,” (May 10, 2019).
7. *TODAY* newspaper quotes Mansur Khamitov on consumer, firm, and market implications of upcoming rollout of fifth generation (5G) networks: “Explainer: IMDA’s proposed framework for ultra-fast 5G networks in Singapore,” (May 9, 2019).
8. CNA TV news channel video interviews Mansur Khamitov on the role of major e-commerce platforms in ensuring consumer protection and safety: “106 Unregistered Household Product Listings Removed from E-Commerce Platforms,” (May 2, 2019).
9. *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 25, 2019).
10. “When Cash Is Your Enemy,” *NewsRx* (April 12, 2019).
11. *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).
12. “When Cash Is Your Enemy,” *Science Daily* (April 1, 2019).
13. “When Cash Breeds Impatience,” *The New Paper* (April 1, 2019).
14. “When Cash Is Your Enemy,” *Phys.org* (April 1, 2019).
15. “When Cash Is Your Enemy,” *Shamel News* (April 1, 2019).
16. “Is Cash Really King?” *The Business Times* (March 29, 2019).
17. “When Cash Is Your Enemy,” *EurekAlert* (March 29, 2019).
18. *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).
19. *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).
20. *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).
21. *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).
22. *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).

23. "When Brands Tempt Us to Lie, Cheat, and Steal," *Media Psychology 101* (July 16, 2018).
24. "When Brands Tempt Us to Lie, Cheat, and Steal," *Consumer Psychology Research Blog* (May 3, 2018).
25. "When Brands Tempt Us to Lie, Cheat, and Steal," *Science Daily* (November 30, 2017).
26. "When Brands Tempt Us to Lie, Cheat, and Steal," *Phys.org* (November 30, 2017).
27. "When Brands Tempt Us to Lie, Cheat, and Steal," *Science Newsline* (November 30, 2017).
28. "When Brands Tempt Us to Lie, Cheat, and Steal," *Health Medicine Network* (November 30, 2017).
29. "When Brands Tempt Us to Lie, Cheat, and Steal," *EurekAlert* (November 29, 2017).
30. "When Brands Tempt Us to Lie, Cheat, and Steal," *Bright Surf* (November 29, 2017).
31. "Is Our Feeling of 'Agency' over an Event Inherently Rewarding?" *The Complex Brain* (January 11, 2016).
32. "People and Companies Who Do Harm Are Dehumanized, not Typecasted," *Atlas of Science* (October 27, 2015).
33. "Perceiving the Agency of Harmful Agents: A Test of Dehumanization versus Moral Typecasting Accounts," *National Affairs* (October 22, 2015).

## REFERENCES

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Dr. Matthew Thomson  
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