

## *CURRICULUM VITAE (June 2009)*

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**Psychology Today Blog: <http://blogs.psychologytoday.com/blog/homo-consumericus>**

### **SUMMARY**

- Ph.D. (Cornell), M.S. (Cornell), M.B.A. (McGill), B.Sc. (McGill)
- Concordia University Research Chair in Evolutionary Behavioral Sciences and Darwinian Consumption (2008-2013)
- Associate Professor of Marketing, Concordia University (Montreal, Canada). Tenured in 1999.
- Visiting Associate Professor of Marketing, University of California-Irvine (2001-2003)
- Visiting Associate Professor of Business Administration, Dartmouth College (Spring Quarter 2002)
- Visiting Associate Professor, Johnson Graduate School of Management, Cornell University (Spring 2000)
- Inducted into the Who's Who of Canadian Business in 2002

### **RESEARCH**

- 1 academic book (2007) published by Lawrence Erlbaum
- 1 edited academic book (Springer; forthcoming in 2010)
- 1 journal guest editorship (*Futures*; forthcoming in 2009)
- 31 journal publications (includes forthcoming)
- 16 publications in conference proceedings/book chapters (includes forthcoming)
- 7 journal papers under review
- 14 working papers/works-in-progress
- 61 presentations at scientific conferences
- 37 invited talks at universities and research centers around the world
- Using own grant money, created an in-house Behavioral Marketing Lab
- Member of the editorial boards of *Psychology & Marketing*, the *Journal of Business Research* (Buyer Behavior track), the *Journal of Social Psychology*, *Evolutionary Psychology*, the *Open Behavioral Science Journal*, the *Journal of Neuroscience, Psychology, and Economics*, and the *Journal of Social, Evolutionary, and Cultural Psychology*.
- Associate member of *Behavioral and Brain Sciences*
- 420+ citations in journals, books, proceedings, working papers, and theses

### **TEACHING**

- **Recipient of the Faculty Distinguished Teaching Award** (June 2000)
- Listed as one of the "hot" professors in *Maclean's* February 2001 & 2002 issues
- Supervised/served on the thesis/dissertation committees of 28 graduate students

### **GRANTS AWARDED**

- 1 individual and 3 team external grants (Can. \$373,000);

- 10 internal grants (Can. \$56,462)

## **EDUCATION**

- 1990 - 1994      Cornell University  
                            Ph.D. (Major: Marketing; Minors: Statistics and Cognitive Studies)  
                            M.S. (Management)
- 1988 - 1990      McGill University  
                            M.B.A. (Specialization: Marketing; Mini-thesis: Operations  
  Research)
- 1984 - 1988      McGill University  
                            B.Sc. (Mathematics and Computer Science)

## **ACADEMIC EXPERIENCE**

- 2008-2013      Concordia University Research Chair in Evolutionary Behavioral Sciences  
                            and Darwinian Consumption
- 2001-2003      Visiting Associate Professor, Graduate School of Management, University  
                            of California-Irvine
- Spring 2002      Visiting Associate Professor, Tuck School of Business, Dartmouth College
- Spring 2000      Visiting Associate Professor, Johnson Graduate School of Management,  
                            Cornell University
- 1999-              Associate Professor, Marketing Department, Concordia University,  
                            Montreal, Canada. Granted Tenure June 1, 1999.
- 1994-1999      Assistant Professor, Marketing Department, Concordia University,  
                            Montreal, Canada.
- 1990-1994      Doctoral Research Assistant, Cornell University, Ithaca, NY, USA.

## **PROFESSIONAL SOCIETIES (key ones that I do or have belonged to at some point during my career)**

Association for Consumer Research  
Society for Consumer Psychology  
Society for Judgment and Decision Making  
Human Behavior and Evolution Society  
Member of Beta Gamma Sigma

## TEACHING

- Consumer Behavior (undergraduate and MBA)
- Directed Readings in Consumer Psychology (undergraduate)
- International Business (undergraduate)
- Psychology of Decision Making (M.Sc.)
- International Marketing (MBA)
- Marketing Research (MBA)
- Directed Readings in Evolutionary Psychology (Ph.D.)
- Behavioral Decision Theory and Information Search (Ph.D.)
- Evolutionary Consumption and Behavioral Decision Making (Ph.D.)

- Nominated six years in a row for the faculty teaching award (1995-2000)
- **Recipient of the Faculty Distinguished Teaching Award** (June 2000)
  - ✓ Top professor of a faculty of approximately 130 professors
- Bonus awarded by Cornell for high teaching evaluations (while on a visiting associate professorship at the Johnson School: Spring 2000)
- Listed as one of the "hot" professors at Concordia University in Maclean's February 2001 & 2002 issues
- Inducted into the Who's Who in Canadian Business in 2002

## PUBLICATIONS

### Journal Articles

1. Saad, G., & Vongas, J. The Effect of Conspicuous Consumption on Men's Testosterone Levels. *Organizational Behavior and Human Decision Processes*, forthcoming.
2. Saad, G., & Gill, T. Self-Ratings of Physical Attractiveness in a Competitive Context: When Males are More Sensitive to Self-Perceptions than Females. *Journal of Social Psychology*, forthcoming.
3. Saad, G., Eba, A., & Sejean, R. (2009). Sex differences when searching for a mate: A process-tracing approach. *Journal of Behavioral Decision Making*, 22, 171-190.
4. Saad, G. (2009). Revisiting Thorstein Veblen's "Why is Economics not an Evolutionary Science." *Evolutionary Psychology*, 7 (1), 1-5. [Book review of Michael Shermer, *The Mind of the Market: Compassionate Apes, Competitive Humans, and Other Tales from Evolutionary Economics*.]
5. Garcia, J., & Saad, G. (2008). Evolutionary neuromarketing: Darwinizing the neuroimaging paradigm for consumer behavior. *Journal of Consumer Behaviour*, 7, 397-414.
6. Saad, G. (2008). The Collective Amnesia of Marketing Scholars regarding Consumers' Biological and Evolutionary Roots. *Marketing Theory*, 8 (4), 425-448.
7. Saad, G. (2008). Advertised Waist-to-Hip Ratios of Online Female Escorts: An Evolutionary Perspective. *International Journal of e-Collaboration*, 4 (3), 40-50.
8. Kock, N., Hantula, D. A., Hayne, S., Saad, G., Todd, P. M., & Watson, R. T. (2008). Darwinian Perspectives on Electronic Communication [introductory article to the special issue of the same name]. *IEEE Transactions on Professional Communication*, 51 (2), 133-146. [Authors other than lead author are listed in alphabetical order]
9. Stenstrom, E., Stenstrom, P., Saad, G., & Cheikhrouhou, S. (2008). Online hunting and gathering: An evolutionary perspective on sex differences in website preferences and navigation. *IEEE Transactions on Professional Communication*, 51 (2), 155-168.
10. Saad, G. (2007). A Multitude of Environments for a Consilient Darwinian Meta-Theory of Personality: The Environment of Evolutionary Adaptedness, Local Niches, the Ontogenetic Environment, and Situational Contexts. *European Journal of Personality*, 21, 624-626. [commentary]

### Journal Articles (continued)

11. Saad, G. (2007). Suicide Triggers as Sex-Specific Threats in Domains of Evolutionary Import: Negative Correlation between Global Male-to-Female Suicide Ratios and Average per Capita Gross National Income. *Medical Hypotheses*, 68, 692-696.
12. Saad, G. (2006). Universal Sex-Specific Instantiations of OCD. *Behavioral and Brain Sciences*, 29, 629. [commentary]
13. Saad, G. (2006). Blame Our Evolved Gustatory Preferences. *Young Consumers*, 7 (4), 72-75. [invited article: special issue titled Responsible Food Marketing to Children].
14. Saad, G. (2006). Sex Differences in OCD Symptomatology: An Evolutionary Perspective. *Medical Hypotheses*, 67, 1455-1459.
15. Saad, G. (2006). Exploring the H-Index at the Author and Journal Levels using Bibliometric Data of Productive Consumer Scholars and Business-Related Journals Respectively. *Scientometrics*, 69 (1), 117-120.
16. Saad, G. & Peng, A. (2006). Applying Darwinian Principles in Designing Effective Intervention Strategies: The Case of Sun Tanning. *Psychology & Marketing*, 23, 617-638.
17. Saad, G. (2006). Applying Evolutionary Psychology in Understanding the Darwinian Roots of Consumption Phenomena. *Managerial and Decision Economics*, 27, 189-201.
18. Saad, G., Gill, T., & Natarajan, R. (2005). Are Laterborns more Innovative and Non-Conforming Consumers than Firstborns? A Darwinian Perspective. *Journal of Business Research*, 58, 902-909.
19. Saad, G. (2004). Applying Evolutionary Psychology in Understanding the Representation of Women in Advertisements. *Psychology & Marketing*, 21(8), 593-612.
20. Saad, G., & Gill, T. (2003). An Evolutionary Psychology Perspective on Gift Giving Among Young Adults. *Psychology & Marketing*, 20 (9), 765-784.
21. Saad, G., & Gill, T. (2001). Sex Differences in the Ultimatum Game: An Evolutionary Psychology Perspective. *Journal of Bioeconomics*, 3 (2-3), 171-193.
22. Saad, G., & Gill, T. (2001). Gender Differences When Choosing between Salary Allocation Options. *Applied Economics Letters*, 8 (8), 531-533.

### **Journal Articles (continued)**

23. Saad, G., & Gill, T. (2001). The Effects of a Recipient's Gender in the Modified Dictator Game. *Applied Economics Letters*, 8 (7), 463-466.
24. Saad, G., & Gill, T. (2000). Applications of Evolutionary Psychology in Marketing. *Psychology & Marketing*, 17 (12), 1005-1034. Lead Article.
25. Boyle, P., & Saad, G. (2000). Sequential Decision-Making Strategies of Expert and Novice Consumers. *Academy of Marketing Studies Journal*, 4 (2), 83-88. A slightly different version was published in the *Online Proceedings of the Allied Academies International Conference*, Las Vegas, Nevada, October 1999, 32-36.
26. Laroche, M., Saad, G., Cleveland, M., & Browne, E. (2000). Gender Differences in Information Search Strategies for a Christmas Gift. *Journal of Consumer Marketing*, 17 (6), 500-524.
27. Laroche, M., Saad, G., Kim, C. & Browne, E. (2000). A Cross-Cultural Study of In-Store Information Search Strategies for a Christmas Gift. *Journal of Business Research*, 49 (2), 113-126.
28. Laroche, M., Saad, G., Browne, E., Cleveland, M., & Kim, C. (2000). Determinants of In-Store Information Search Strategies Pertaining to a Christmas Gift Purchase. *Canadian Journal of Administrative Sciences*, 17 (1), 1-19.
29. Saad, G. (1998). The Experimenter Module of the DSMAC (Dynamic Sequential Multiattribute Choice) Interface. *Behavior Research Methods, Instruments, & Computers*, 30 (2), 250-254.
30. Saad, G. (1996). SMAC: An Interface for Investigating Sequential Multiattribute Choices. *Behavior Research Methods, Instruments, & Computers*, 28 (2), 259-264.
31. Saad, G. & Russo, J. E. (1996). Stopping Criteria in Sequential Choice. *Organizational Behavior and Human Decision Processes*, 67 (3), 258-270.

### **Conference Proceedings/Book Chapters**

32. Mendenhall, Z., Nepomuceno, M., & Saad, G. (forthcoming). Exploring video games from an evolutionary psychological perspective. To appear in *Encyclopedia of E-Business Development and Management in the Global Economy* (IGI Global), In Lee (ed.).
33. Stenstrom, E., & Saad, G. (forthcoming). The neurocognitive and evolutionary bases of sex differences in website design preferences: Recommendations for e-business managers. To appear in *Encyclopedia of E-Business Development and Management in the Global Economy* (IGI Global), In Lee (ed.).

### Conference Proceedings/Book Chapters (continued)

34. Saad, G. (forthcoming). Using the Internet to study human universals. To appear in *Encyclopedia of E-Business Development and Management in the Global Economy* (IGI Global), In Lee (ed.).
35. Durante, K. M., & Saad, G. (2009). Strategic shifts in women's social motives and behaviors across the menstrual cycle: Implications in corporate settings. To appear in *Neuroeconomics and the Firm* (Edward Elgar), Mellani Day, Angela Stanton, & Isabell Welpe (Eds.).
36. Saad, G. (2010). The Darwinian Underpinnings of Consumption. To appear in *The Handbook of Marketing Theory* (Sage), Pauline Maclaran, Michael Saren, Barbara Stern, and Mark Tadajewski (Eds.).
37. Gill, T., & Saad, G. Consumer Behavior in the Realm of Technology (2009). To appear in *The Handbook of Technology* (Wiley), Hossein Bidgoli (Ed.).
38. Saad, G. (2006). *Homo consumericus: The Evolutionary Roots of Consumption Phenomena. Proceedings of the Society for Consumer Psychology Conference.* Published on CD-Rom.
39. Saad, G. (2003). Evolution and Political Marketing. In S. A. Peterson and A. Somit (Eds.), *Human Nature and Public Policy: An Evolutionary Approach* (pp. 121-138). New York: Palgrave Macmillan.
40. Kouli, J., & Saad, G. (2000). Le Placement de Produits Dans Les Films: Une Comparaison Interculturelle France/Etats-Unis. *Actes du 16eme Congres International*, Tome 2, Richard Michon, Jean-Charles Chebat and Francois Colbert (Eds.), Paris, France: Association Francaise de Marketing, p. 985-1001.
41. Russo, J. E., & Saad, G. (1999). Consumer Choice as a Process of Discrimination. In Anne Lavack (Ed.), *Proceedings of the Annual Conference of the Administrative Sciences Association of Canada (Marketing Division)*, 20 (3), p. 33-42.
42. Reid, S., & Saad, G. (1999). The Roots of Innovation: A Pilot Study Investigating the Decision Processes of "Gatekeepers" for Radical Innovations in High-Tech Organizations. In Anne Lavack (Ed.), *Proceedings of the Annual Conference of the Administrative Sciences Association of Canada (Marketing Division)*, 20 (3), p. 137-145.
43. Saad, G. (1999). The Role of Attribute Importance in Sequential Consumer Choice. *Advances in Consumer Research*, Vol. 26, Eric J. Arnould and Linda M. Scott (Eds.), Provo, UT: Association for Consumer Research, p. 51-57.

### **Conference Proceedings/Book Chapters (continued)**

44. Saad, G. (1998). An Exploration of Values in Various Cultural Contexts: Discussant Leader Commentaries. *Developments in Marketing Science (21)*, J. B. Ford & E. D. Honeycutt, Jr. (Eds.), p. 374-376.
45. Saad, G. (1998). Information Reacquisition in Sequential Consumer Choice. In *Advances in Consumer Research*, Vol. 25, Joseph. W. Alba and J. Wesley Hutchinson (Eds.), Provo, UT: Association for Consumer Research, 233-239.
46. Saad, G. (1997). Pros and Cons of Setting-Up a Virtual Laboratory on the Internet Using the DSMAC Process-Tracing Interface, *Multimedia Technology and Applications*, Vincent W. S. Chow (Ed.), Singapore: Springer-Verlag, p. 550-557.
47. Saad, G. (1995). The Importance of a Decision versus the Cognitive Cost of Using a Heuristic when Choosing Between Equally-Valued Alternatives. *Proceedings of the Society for Consumer Psychology Conference*, p. 41-48.

### **Scholarly Books**

48. Saad, G. (2007). *The Evolutionary Bases of Consumption*. Mahwah, NJ: Lawrence Erlbaum.
49. Saad, G. (Ed.) (2010, forthcoming). *Evolutionary Psychology in the Business Sciences*. Springer: Heidelberg, Germany.

### **Under Review**

50. Garcia, J. R., Geher, G., Crosier, B., Saad, G., Gambacorta, D., Johnsen, L., & Pranckitas, E. The Interdisciplinarity of Evolutionary Approaches to Human Behavior: A Key to Survival in the Ivory Archipelago. *Futures*. (first round)
51. Saad, G. Applying the H-Index in Exploring Bibliometric Properties of the *Journal of Consumer Research* and Its Top Producers. *Scientometrics*. (going into second round)
52. Saad, G., & Gill, T. The framing effect when evaluating prospective suitors: An adaptationist perspective. *Evolution and Human Behavior*. (going into third round)
53. Saad, G. *Homo consumericus*: Consumption Phenomena as Universals, as Cross-Cultural Adaptations, or as Emic Cultural Instantiations. *Journal of Marketing*. (going into second round)

### **Under Review (continued)**

54. Saad, G. Convergent Validity Between Metrics of Journal Prestige: The Eigenfactor, Article Influence, and H-index Scores. *Journal of the American Society for Information Science and Technology*. (going into second round)
55. Saad, G. & Stayman, D. M. The Influence of Order Effects in Advertising Repetition. *Journal of Consumer Research*, (going into third round).
56. Stayman, D. M., & Saad, G. Investigating the Interdependencies between Moderators of Repetition Effects Using the Resource Matching Hypothesis. *Marketing Letters*, (going into second round).

### **Working Papers**

57. Boyle, P., & Saad, G. The Moderating Role of Expertise in Sequential Consumer Choice. Conditionally accepted in 2001 at *Journal of Social Behavior and Personality*; sat in the forthcoming queue for six years; journal is now defunct.
58. Saad, G. Adaptive Stopping Strategies in Sequential Multiattribute Choice. (to be sent to either the *Journal of Consumer Research* or the *Journal of Behavioral Decision Making*)
59. Saad, G., & Stenstrom, E. The Research Productivity and Associated Influence of Canadian-Based Marketing Academics: A Pilot Study.
60. Saad, G. The Effects of Dysphoria on Sequential Choice Behavior. (likely to be sent either to the *Journal of Clinical and Social Psychology* or *Cognition and Emotion*)

### **Work in Progress**

61. Saad, G., & Eba, A. Exploring Mate Preferences Using the Q-Sort Technique.
62. Saad, G. The Consumption of Physical and Financial Risk: An Evolutionary Perspective.
63. Saad, G. Does Dysphoria Moderate Self-Perceptions of Search Effort in a Sequential Choice Task?
64. Saad, G., & Ho, L. The Effects of Individualism-Collectivism Orientation on Brainstorming: A Comparison of Canadian and Taiwanese Samples.
65. Stayman, D., & Saad, G. Competitive Interference as a Moderator of Order Effects in Advertising Repetition.

### **Work in Progress (continued)**

66. Saad, G., & Gill, T. Understanding Triggers of Envy: An Evolutionary Perspective.
67. Gill, T., & Saad, G. Are Framing Effects Context-General or Context-Specific? An Evolutionary Psychology Perspective.
68. Saad, G., Sejean, R., & Leydesdorff, L. The application of scientometric techniques in understanding the intellectual structure of consumer behavior. (tentative title of the general research project).
69. Saad, G., Sejean, R., & Cherkas, L. The genetic underpinnings of decision-making proclivities.
70. Saad, G., & Stenstrom, E. The effects of the menstrual cycle on consumption phenomena.

### **Journal Editorship (Special Issue)**

71. Saad, G. The Futures of Evolutionary Psychology. *Futures*, forthcoming in 2009.

### **Other Publications (non-refereed)**

Starting with my first post on November 23, 2008, I have thus far published 28 posts on my *Psychology Today* blog titled *Homo consumericus*. As of June 3, 2009 (7:00 am), these had received 53,516 views.

## External Grants Awarded

1. Grant: Social Sciences and Humanities Research Council of Canada Grant (New Scholar); April 1, 1995 to March 31, 1998;  
  
Title: Information Search Strategies and Stopping Policies in Sequential Consumer Choice  
  
Amount: \$49,000  

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2. Grant: Social Sciences and Humanities Research Council of Canada Team Grant (along with four colleagues; Head of the team: Prof. Michel Laroche); April 1, 1995 to March 31, 1998;  
  
Title: Influences of Ethnicity on Selected Aspects of Consumer and Family Decision Making in Canada  
  
Amount: \$69,000  

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3. Grant: Formation de Chercheurs et l' Aide a la Recherche Team Grant (along with four colleagues; Head of the team: Prof. Michel Laroche); April 1, 1995 to March 31, 1998;  
  
Title: Influence de la Culture sur le Comportement de Consommation  
  
Amount: \$129,000  

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4. Grant: Formation de Chercheurs et l' Aide a la Recherche Team Grant (along with five other colleagues; Head of the team: Prof. Michel Laroche); April 1, 1998 to March 31, 2001;  
  
Title: Towards a Theory of the Role of Culture in Consumer Behavior  
  
Amount: \$126,000

## Internal Grants Awarded

1. Grant: Faculty Research Development Program start-up grant (Concordia University); January 1, 1995 to December 31, 1997;  
Title: Search Strategies, Stopping Policies and Violations of Rationality in Sequential Consumer Choice  
Amount: \$37,447  

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2. Grant: CASA M.Sc. Thesis Grant (with Aliza Eba)  
Title: Human Mate Selection: A Multiattribute Choice Problem  
Amount: \$1,100  

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3. Grant: CASA M.Sc. Thesis Grant (with Louis Ho)  
Title: The Effects of Individualism-Collectivism on Creativity  
Amount: \$2,990  

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4. Grant: CASA M.Sc. Thesis Grant (with Dianne West)  
Title: Applications of Evolutionary Psychology to Popular Culture  
Amount: \$3,000  
⇒ Given my leave of absence from Concordia in 2001-2003, Ms. West ended up switching supervisors; accordingly, the grant was cancelled.  

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5. Grant: CASA grant (funding source is the Social Sciences and Humanities Research Council of Canada)  
Title: A Meta-Theory for Combining Attribute-Based and Alternative-Based Sequential Sampling Models  
Amount: \$3,000  

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6. Grant: Dean's grant awarded to help defray research assistantship costs for my scholarly book published by Lawrence Erlbaum in 2007  
Title of Scholarly Book: The Evolutionary Bases of Consumption  
Amount: \$3,000  

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7. Grant: CASA M.Sc. Thesis Grant (with Isabelle Faivre)  
Title: Applications of Evolutionary Psychology in Understanding Popular Culture: The Case of Song Lyrics, Music Videos, and Magazine Advertisements  
Amount: \$2,000  

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8. Grant: CASA M.Sc. Thesis Grant (with John Vongas)  
Title: Is Testosterone a Biological Marker in Human Males during Conspicuous Consumption?  
Amount: \$2,000
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9. Grant: CASA M.Sc. Thesis Grant (with Eric Stenstrom)  
Title: Menstrual Cycle Effects on Various Consumption Preferences, Behaviours and Impulsiveness  
Amount: \$1,200
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10. Grant: CASA M.Sc. Thesis Grant (with Richard Sejean)  
Title: A Behavioral Genetic and Evolutionary Psychology Perspective on Decision-Making  
Amount: \$725

## Conference Presentations

1. Garcia, J. R., Geher, G., Crosier, B., Saad, G., Gambacorta, D., Johnsen, L., & Pranckitas, E. The Interdisciplinarity of Evolutionary Approaches to Human Behavior: A Key to Survival in the Ivory Archipelago. International Society for Human Ethology Summer Institute on Evolution and Human Behavior, hosted by the University of Maine at Orono, July 5-9, 2009.
2. Garcia, J. R., Geher, G., Crosier, B., Saad, G., Gambacorta, D., Johnsen, L., & Pranckitas, E. The Interdisciplinarity of Evolutionary Approaches to Human Behavior: A Key to Survival in the Ivory Archipelago. NorthEastern Evolutionary Psychology Society Conference, hosted by State University of New York at Oswego, July 9-12, 2009.
3. Garcia, J. R., Geher, G., Crosier, B., Saad, G., Gambacorta, D., Johnsen, L., & Pranckitas, E. The Interdisciplinarity of Evolutionary Approaches to Human Behavior: A Key to Survival in the Ivory Archipelago. Human Behavior and Evolution Society Annual Conference, hosted by California State University at Fullerton, May 27-31, 2009.
4. Stenstrom, E., Saad, G., Nepomuceno, M., & Mendenhall, Z. Digit Length Ratios and Conspicuous Consumption. NorthEastern Evolutionary Psychology Society Conference, hosted by State University of New York at Oswego, July 9-12, 2009.
5. Nepomuceno, M., Saad, G., Stenstrom, E., & Mendenhall, Z. Finger Length Ratio and Attitudes Towards Various Product Categories. NorthEastern Evolutionary Psychology Society Conference, hosted by State University of New York at Oswego, July 9-12, 2009.
6. Stenstrom, E., Saad, G., Nepomuceno, M., & Mendenhall, Z. Prenatal Androgens and Domain-Specific Risk: Digit Ratio Predicts Financial, Recreational, Social, and Ethical Risk-Taking Propensity. Presented by Eric Stenstrom at the Human Behavior and Evolution Society Annual Conference, hosted by California State University at Fullerton, May 27-31, 2009.
7. Nepomuceno, M., Saad, G., Stenstrom, E., & Mendenhall, Z. Finger Length Ratio and Attitudes Towards Several Product Categories. Presented by Marcelo Nepomuceno at the Human Behavior and Evolution Society Annual Conference, hosted by California State University at Fullerton, May 27-31, 2009.
8. Saad, G. The Darwinian Roots of Consumption. Darwin's Reach: Celebrating Darwin's Legacy Across the Disciplines, held at Hofstra University, March 12-14, 2009.

### Conference Presentations (continued)

9. Saad, G., Stanton, A. A., Lee, N., Senior, C., & Butler, M. J. Evolutionary neurobusiness. Presented by Angela A. Stanton at the NeuroPsychoEconomics Conference, Munich, Germany, October 9-10, 2008.
10. Saad, G., & Gill, T. Framing effects when evaluating prospective suitors: An adaptationist perspective. Special session: Decision making through the lens of evolutionary psychology. American Psychological Association 116<sup>th</sup> Annual Convention, Boston, August 14-17, 2008.
11. Saad, G., & Vongas, J. Conspicuous consumption and male physiology: An evolutionary perspective. Presented by J. Vongas at the Deuxième Conférence Etudiante de Recherche en Gestion, HEC-Montreal, April 18-19, 2008.
12. Saad, G. Optimizing the Customer Experience Through An Understanding of Our Universal Human Nature. How Research Can Improve Customer Experience: Bell University Laboratories' 5th annual conference, Toronto, Canada, June 2007.
13. Saad, G., & Stenstrom, E. The Research Productivity and Associated Influence of Canadian-Based Marketing Academics: A Pilot Study. Administrative Sciences Association of Canada Conference. Presented by E. Stenstrom, Ottawa, Canada, June 2007.
14. Saad, G., & Vongas, J. The Effects of Conspicuous Consumption on Testosterone. Human Behavior and Evolution Society Annual Conference. Presented by J. Vongas, Williamsburg, VA, May-June 2007.
15. Saad, G. Infusing Evolutionary Theory Into the Teaching of Consumer Behavior. The Spirit of Inquiry Conference, Concordia University, Montreal, Canada, May 2007.
16. Saad, G., Sejean, R., & Cherkas, L. The Genetic Underpinnings of Decision-Making Styles: A Twins Study. 10<sup>th</sup> Biennial Behavioral Decision Research in Management Conference, Santa Monica, CA, June 2006.
17. Gill, T., & Saad, G. Sex Differences in Framing Effects: An Evolutionary Perspective. 10<sup>th</sup> Biennial Behavioral Decision Research in Management Conference, Santa Monica, CA, June 2006.
18. Saad, G., & Sejean, R. A Unified Sequential Mate Selection Model. Human Behavior and Evolution Society Annual Conference, Philadelphia, PA, June 2006.
19. Saad, G., & Sejean, R. A Process-Tracing Interface for Studying Attribute-Based and Alternative-Based Sequential Sampling. Presented by R. Sejean at the Annual Meeting of the Psychometric Society, Montreal, Canada, June 2006.

### Conference Presentations (continued)

20. Saad, G. *Homo consumericus*: The Evolutionary Roots of Consumption Phenomena. Society for Consumer Psychology Conference, Miami, Florida, February 2006.
21. Gill, T., & Saad, G. Are Framing Effects Context-General or Context-Specific? An Evolutionary Psychology Perspective. Presented by T. Gill at the Society for Judgment and Decision Making Conference, Toronto, Ontario, November 2005.
22. Saad, G. Are Consumers Biological Beings? No, If You Ask Consumer Scholars. Human Behavior and Evolution Society Annual Conference, Austin, Texas, June 2005.
23. Saad, G., Sejean, R., & Leydesdorff, L. Quantifying the Consilience of Disciplines via Scientometric Techniques: An Analysis of the Intellectual Structures of Evolutionary Psychology and Consumer Behavior. Human Behavior and Evolution Society Annual Conference, Austin, Texas, June 2005.
24. Saad, G., & Gill, T. Sex-Specific Triggers of Envy: An Evolutionary Perspective. Human Behavior and Evolution Society Annual Conference, Austin, Texas, June 2005.
25. Saad, G. Understanding Popular Culture Via Evolutionary Psychology: The Case of Song Lyrics. National Meeting of the Popular Culture/American Culture Associations, San Diego, California, March 2005.
26. Saad, G. Evolutionary Psychology and Why Sex in Advertising is a Universal. Part of a special session entitled “A World of Differences – Using Sexy Advertising” organized by Professors Stephen Holden and Marilyn Jones for the AMS Cultural Perspectives on Marketing Conference, Puebla, Mexico, September 2004. (paper presented by Stephen Holden on my behalf)
27. Saad, G., Gill, T., & Natarajan, R. The Effects of Birth Order on Consumer Behavior. Presented by T. Gill at the Human Behavior and Evolution Society Annual Conference, Rutgers University, June 2002.
28. Saad, G., & Gill, T. Consilience in Consumer Behavior: Adopting Evolutionary Psychology as the Integrative Framework. Human Behavior and Evolution Society Annual Conference, London, England, June 2001.
29. Saad, G., & Eba, A. Sex Differences When Rejecting Potential Mates. Human Behavior and Evolution Society Annual Conference, London, England, June 2001.

### Conference Presentations (continued)

30. Eba, A., & Saad, G. Sex Differences in Mating Preferences As a Function of Temporal Context of Mating. Human Behavior and Evolution Society Annual Conference, London, England, June 2001.
31. Saad, G., & Ho, L. The Effects of Individualism-Collectivism Orientation on Brainstorming: A Comparison of Canadian and Taiwanese Samples. Comparing Cultures- Dimensions of Culture in a Comparative Perspective, Tilburg University, The Netherlands, April 2001. Also presented at the Multicultural Marketing Conference, Montreal, Canada, September 1998.
32. Saad, G., & Gill, T. Gender Dynamics in the Ultimatum Game: An Evolutionary Psychology Perspective. Part of a panel entitled "Bioeconomics & Evolutionary Psychology" organized by Professors Janet Landa and XT Wang for the European Public Choice Society Meetings, Paris, France, April 2001.
33. Kouli, J., & Saad, G. Le Placement de Produits Dans Les Films: Une Comparaison Interculturelle France/Etats-Unis. Presented by J. Kouli. Congrès Association Française de Marketing. Montreal, Quebec, May, 2000.
34. Laroche, M., Saad, G., Cleveland, M., & Browne, E. Test of the Selectivity Model in the Context of In-Store Consumer Information Search Strategies for a Christmas Gift. Presented by M. Laroche. Society for Consumer Psychology Conference, San Antonio, Texas, February, 2000.
35. Boyle, P., & Saad, G. Decision Strategies for Expert and Novice Consumers. Presented by P. Boyle. Allied Academics International Conference, Las Vegas, Nevada, October, 1999.
36. Saad, G., & Gill, T. Gender Dynamics in the Ultimatum Game. Society for Consumer Psychology Summer Conference (in association with the American Psychological Association), August 1999, Boston, MA. Part of a special session organized by G. Saad entitled "Applications of Evolutionary Psychology in Decision Making".
37. Saad, G., & Eba, A. Search Behavior When Choosing a Mate. Society for Consumer Psychology Summer Conference (in association with the American Psychological Association, August 1999), Boston, MA. Presented by A. Eba. Part of a special session organized by G. Saad entitled "Applications of Evolutionary Psychology in Decision Making".

### Conference Presentations (continued)

38. Saad, G., & Gill, T. Do Men and Women Offer Gifts for the Same Reasons? Society for Consumer Psychology Summer Conference (in association with the American Psychological Association, August 1999), Boston, MA. Presented by T. Gill. Part of a special session organized by G. Saad entitled "Applications of Evolutionary Psychology in Decision Making".
39. Saad, G., & Gill, T. Gender Differences in Resource Allocation Problems. The Eighth International Conference on Social Dilemmas, Zichron-Yaakov, Israel, July 1999.
40. Reid, S., & Saad, G. The Roots of Innovation: A Pilot Study Investigating the Decision Processes of "Gatekeepers" for Radical Innovations in High-Tech Organizations. Administrative Sciences Association of Canada Conference, presented by S. Reid and G. Saad, June 1999 (St-John, NB).
41. Russo, J. E., & Saad, G. Consumer Choice as a Process of Discrimination. Administrative Sciences Association of Canada Conference, June 1999 (St-John, NB).
42. Stayman, D. M., & Saad, G. The Influence of Order Effects in Advertising Repetition. Presented by D. Stayman at the Society for Consumer Psychology Conference, St. Petersburg, Florida, February 1999.
43. Saad, G., & Boyle, P. Does Expertise Moderate the Reevaluation of Previously-Acquired Information in a Sequential Choice Task? INFORMS Meetings, Seattle, Washington, October 1998.
44. Saad, G. The Role of Attribute Importance in Sequential Consumer Choice. Association for Consumer Research, Montreal, Canada, October 1998.
45. Saad, G., & Ho, L. The Effects of Individualism-Collectivism Orientation on Brainstorming: A Comparison of Canadian and Taiwanese Samples. Comparing Cultures- Dimensions of Culture in a Comparative Perspective, Multicultural Marketing Conference, Montreal, Canada, September 1998.
46. Saad, G., & Boyle, P. When Do Experts Close Up Shop? A Study of the Use of Sequential Information in a Purchase Decision. Marketing Science Conference, Fontainebleau (France), July 1998.
47. Saad, G. Online Reevaluations of Attribute Information in Sequential Consumer Choice. Academy of Marketing Science Conference, Norfolk, Virginia, May 1998.

### Conference Presentations (continued)

48. Saad, G. DSMAC: A Dynamic Interface for Investigating Sequential MultiAttribute Choices. Society for Computers in Psychology, Philadelphia, Pennsylvania, Nov. 1997.
49. Laroche, M., Saad, G., Kim, C., & Browne, E. A Cross-Cultural Study of In-Store Information Search Strategies for a Christmas Gift. Symposium on Retail and Service Environment Atmospheric Research. Montreal, Canada, October 1997.
50. Saad, G. Information Reacquisition in Sequential Consumer Choice. Association for Consumer Research, Denver, Colorado, October 1997.
51. Saad, G. Pros and Cons of Setting-Up a Virtual Laboratory on the Internet Using the DSMAC Process-Tracing Interface, International Conference on Multimedia Technology, Hong Kong, December 1996.
52. Saad, G. Adapting to Time Pressure in a Multiattribute Optional Stopping Task, XXVI International Congress of Psychology, Montreal, Canada, August 1996.
53. Saad, G. The SMAC Interface: A Data Collection Tool for Investigating Sequential MultiAttribute Choices, Society for Computers in Psychology Conference, Los Angeles, California, November 1995.
54. Saad, G. Attribute Ranks: Determinants of Information Acquisition Order, International Association for Research in Economic Psychology Conference, Bergen, Norway, August 1995.
55. Saad, G. The Importance of a Decision versus the Cognitive Cost of a Heuristic when Choosing Between Equally-Valued Alternatives, Society for Consumer Psychology Conference, San Diego, California, February 1995.
56. Saad, G., & Stayman, D. M. Varying Multiple Executions in an Advertising Campaign String Length and Other Factors, American Psychological Association Conference, Los Angeles, California, August 1994. Also presented at the Society for Consumer Psychology Conference, St-Petersburg, Florida, February 1994.
57. Saad, G., & Stayman, D. M. Varying Multiple Executions in an Advertising Campaign String Length and Other Factors, American Psychological Association Conference, Los Angeles, California, August 1994. Also presented at the Society for Consumer Psychology Conference, St-Petersburg, Florida, February 1994.
58. Saad, G., & Russo, J. E. Stopping Policies in Sequential Decision Making, Fourteenth Subjective Probability, Utility and Decision Making Conference, Aix-en-Provence, France, August 1993. Also presented at the Society for Judgment and Decision Making Conference, Washington, D.C., November 1993.

### **Conference Presentations (continued)**

59. Saad, G., & Russo, J. E. Stopping Policies in Sequential Decision Making, Fourteenth Subjective Probability, Utility and Decision Making Conference, Aix-en-Provence, France, August 1993. Also presented at the Society for Judgment and Decision Making Conference, Washington, D.C., November 1993.
60. Saad, G., & Stayman, D. M. Factors Moderating the Effective Use of Sequencing Strategies, American Academy of Advertising Conference, Montreal, Canada, April 1993.
61. Saad, G. Importance of a Decision versus Cognitive Cost of Using a Heuristic, Behavioral Decision Research in Management Conference, UC-Berkeley, May 1992.

### **Invited Talks (Universities & Research Institutes)**

- Spring 2009: 1. University of Guelph (Philosophy Department; March 27, 2009)  
2. Concordia University (Science College Public Lecture): Introductory remarks prior to Dr. David Sloan Wilson's talk
- Spring 2008:  
3. University of Michigan (Ross School of Business)  
4. University of Michigan (Decision Consortium Seminar; Psychology Department)
- Winter 2008: 5. Bishop's University (Provigo Lecture; endowed speaker series)  
6. University of Arizona (lecture on my recently released book)  
7. University of Arizona (lecture on my experiences as an iconoclastic interdisciplinarian)  
8. University of Arizona (lecture on the use of bibliometric indices)  
[All three talks hosted by the Norton School]  
9. Concordia University (Back-to-School Faculty Showcase: Alumni event)
- Spring 2007: 10. Central Michigan University (Industrial and Organizational Psychology Association)  
11. Indiana University (Cognitive Science Colloquium Series)  
12. Indiana University-Purdue University at Indianapolis (School of Informatics)
- Fall 2006: 13. McGill University (Desautels Faculty of Management)  
14. University of New Mexico (Human Evolutionary Behavioral Sciences)
- Fall 2005: 15. SUNY-Binghamton (Evolutionary Studies Program)
- Winter 2004: 16. University of Houston (Bauer School of Business)
- Spring 2003: 17. Simon Fraser University (Vancouver, Canada)  
18. University of California-Los Angeles (Center for Behavior, Evolution, and Culture)
- Winter 2003: 19. University of California-Santa Barbara (Developmental and Evolutionary Psychology Area)
- Summer 2002: 20. University of Southern California (Marshall School of Business)
- Winter 2002: 21. University of California-Irvine (Graduate School of Management)

### **Invited Talks (continued)**

Spring 2001: 22. Max Planck Institute for Human Development (institute-wide talk; Berlin)  
23. Adaptive Behavior and Cognition Group (at the Max Planck Institute)  
24. Cornell University (Statler School)  
25. Australian Graduate School of Management

Spring 2001: 26. Victoria University (Wellington, New Zealand)

Summer 1999: 27. INSEAD \* (Fontainebleau, France)

Spring 1998: 28. HEC-Montreal  
29. Central Washington University  
30. Cornell University \*

Spring 1997: 31. McGill University (Faculty of Management)  
32. University of Colorado \*

Fall 1993: 33. University of Rochester  
34. ESSEC (Cergy-Pontoise, France)  
35. INSEAD (Fontainebleau, France)  
36. Harvard University  
37. Concordia University

\* refers to joint work presented by a co-author; in each of the latter three cases, it was the same co-author, namely Prof. Douglas M. Stayman.

## Graduate Research Supervision: Ph.D. Students

<u>Name of Student</u>	<u>Nature of Supervision</u>
i. Jordan LeBel	(McGill University) served on his Ph.D. dissertation
	<u>Thesis Title:</u> Investigation into the Experience of Pleasure: Intensity, its Relationship to Consumption Behavior, and Moderators Thereof (defended in Fall 2000)
ii. Tripat Gill	(McGill University) served on his Ph.D. dissertation
	<u>Thesis Title:</u> Composite Products as Conceptual Combinations: Issues of Perception, Categorization and Brand Evaluation. (defended on May 17, 2002)
iii. Susan Reid	(Concordia University) served on her Ph.D. Committee
iv. Sylvain Senecal	(HEC) served on his Ph.D. Committee
v. Eduardo Andreade	(HEC) served on his Ph.D. Committee
vi. Kalyani Menon	(McGill University) external examiner of her Ph.D. dissertation
	<u>Thesis Title:</u> Prototype of Consumption Emotions and Implications for Service Evaluation: The Case of Anger and Anxiety in Extended Service Transactions (defended on August 27, 1999)
vii. Caminee Blake	(Concordia University) external-to-department examiner of her Ph.D. dissertation (psychology dept.)
	<u>Thesis Title:</u> The Social Significance of Having Good or Poor Autobiographical Memory from an Impression Formation Perspective (defended on September 5, 2000)
viii. Bonnie Sonnenschein	(Concordia University) external-to-department examiner of her Ph.D. dissertation (psychology dept.)
	<u>Thesis Title:</u> Evaluation of brain stimulation reward in rats: Heuristics, exemplars, and context-dependency (defended on February 13, 2004)

- ix: Deny Belisle (Concordia University) Phase III Supervisor  
(for approx. 18 months)
- x: Soumaya Cheikhrouhou (Concordia University) Phase III Supervisor  
(for approx. 18 months)
- xi: Veneta Sotiropoulos (HEC) Phase II committee member
- xii: Naomi-Koerner-Singh (Concordia University) external-to-department  
(psychology dept.) examiner of her Ph.D.  
dissertation

Thesis Title: Cognitive Vulnerability to Excessive Worry and Its Relationship to the Processing of Uncertainty (defended on September 5, 2007)

- xiii: Eric Stenstrom (Concordia University) started his Ph.D. in January  
'08. I shall be his dissertation  
supervisor.
- xiv: Roger John Stace (University of Western Australia) external-to-university examiner  
(Business School) of his Ph.D. dissertation

Thesis Title: Emergent Costly Signals: Theory and Evidence of Adaptive Strategies That Transcend and Include *Homo economicus* (April 2008)

## Graduate Research Supervision: M.Sc. Students

<u>Name of Student</u>	<u>Nature of Supervision</u>
i. Elizabeth Browne	(Concordia University) reader of her M.Sc. thesis
	<u>Thesis Title:</u> In-Store Information Search Strategies Pertaining to a Christmas Gift (defended in August 1996)
ii. Louis Ho	(Concordia University) supervisor of his M.Sc. thesis
	<u>Thesis Title:</u> The Effects of Individualism-Collectivism on Creativity (defended on November 30, 1998)
iii. Aliza Eba	(Concordia University) supervisor of her M.Sc. thesis
	<u>Thesis Title:</u> Human Mate Selection: A Multiattribute Choice Problem (defended on December, 16 1998)
iv. Joseph Kouli	(*) co-supervisor of his Memoire along with Pr. Jean-Claude Usunier
	*French Exchange student from L'Universite Robert Schuman (Institut D'Etudes Politiques)
	<u>Thesis Title:</u> Le Placement de Produits Dans Les Films: Une Comparison Interculturelle France/Etats-Unis (defended on June 11, 1999)
v. Quihong Zhang	(Concordia University) reader of her M.Sc. thesis
	<u>Thesis Title:</u> A Cross-Cultural Study on the Persuasive Effectiveness of Fear Appeals in Advertising: An Empirical Investigation of Canadian and Chinese Subjects (defended on July 19, 1999)
vi. Rony Kastoun	(Concordia University) reader of his M.Sc. thesis
	<u>Thesis Title:</u> Culture Change and the Consumption of Basic Foods: The Case of Lebanese-Canadians (defended on March 20, 2000)
vii. Rodrigo Padilla	(Concordia University) reader of his M.Sc. thesis
	<u>Thesis Title:</u> The Image of Countries and Their Products at the Subcultural Level: Investigating Differences Between English and French Canadian Consumers (defended on April 14, 2000)

- viii. Mark Cleveland (Concordia University) reader of his M.Sc. thesis
- Thesis Title: An International Empirical Comparison of In-Store Information Search Antecedents for a Christmas Gift (defended on May 10, 2000)
- ix. Isabelle Faivre (Concordia University) supervisor of her M.Sc. thesis (quit the program)
- x. John Vongas (Concordia University) supervisor of his M.Sc. thesis
- Thesis Title: Conspicuous Consumption and Testosterone (defended on June 5, 2007)
- xi. Richard Sejean Concordia University supervised his M.Sc. thesis
- Thesis Title: A Behavioral Genetic and Evolutionary Psychology Perspective on Decision-Making (defended on November 27, 2006)
- xii: Eric Stenstrom Concordia University supervisor of his M.Sc. thesis
- Thesis Title: Changes in Women's Consumption Preferences and Behaviors Across the Menstrual Cycle (defended on December 5, 2007)
- xiii: Lissa Matyas Concordia University reader of her M.Sc. thesis
- Thesis Title: Explaining Consumers' Reactions to Assortment Size (defended on March 14, 2007)
- xiv: Zack Mendenhall Concordia University Supervisor of his M.Sc. thesis (ongoing) (just started in Fall '08)

## CONSULTING

- Spring '08 Served as an ad hoc reviewer for a book prospectus on personality disorders for Sage
- Winter '08 Served as an expert for a CBC documentary on reckless driving (interviewed on and off camera)
- Winter '07 Served as an expert for a National Geographic documentary on testosterone
- Fall '06 Served as an expert for the documentary titled *S&M: Short and Male* by INSTINCT Films (interviewed on and off camera)
- Summer'99- evaluated the marketing plan of Calibra, a start-up Internet recruiting firm  
Spring '00 (July 1999); Served as scientific advisor during strategic meeting (October 1999) and meeting with venture capitalists (March 2000)
- Fall 1999 Developed and delivered a six-module course on Marketing, Decision Making and Advertising to Accounts Managers at Media Express
- Spring'99- Conducted Data Analyses and Mathematical Modeling for Tandemar  
Fall '99 Research
- Spring 1999 Served as an endorser for Media Express in their quest to develop a telemarketing certificate (in conjunction with a college in Ontario, Canada)
- Winter 1999 Served as an ad hoc reviewer for a Consumer Behavior textbook published by Prentice Hall
- Fall 1997 Evaluated the business plan of tel IT Communications Inc. as they prepared to launch a new Internet video phone

## Academic Service

### Editorial Boards

*Psychology & Marketing* (2001- )  
*Journal of Business Research* (Buyer Behavior track) (2004- )  
*Journal of Social Psychology* (2006- )  
*Evolutionary Psychology* (2007- )  
*Open Behavioral Science Journal* (2007 - )  
*IEEE Transactions on Professional Communication* (Guest Associate Editor; Special issue on Darwinian Electronic Communication)  
*Behavioral and Brain Sciences* (associate member) (2006- )  
*Journal of Neuroscience, Psychology, and Economics* (2008- )  
*Journal of Social, Evolutionary, and Cultural Psychology* (2008- )

### Ad hoc Reviewer

#### Refereed Journals

*Adaptive Behavior*  
*Behavior Research Methods, Instruments, & Computers*  
*Evolution and Human Behavior*  
*Feminist Economics*  
*Group Dynamics: Theory, Research, and Practice*  
*Journal of the American Society for Information Science and Technology*  
*Journal of Behavioral Decision Making*  
*Journal of Bioeconomics*  
*Journal of Business Research*  
*Journal of Marketing Management*  
*Journal of Social Behavior and Personality*  
*Journal of Social Psychology*  
*Management Science*  
*Managerial and Decision Economics*  
*Organizational Behavior and Human Decision Processes*  
*Organization Science*  
*Review of General Psychology*

#### Conference Proceedings

5th International Conference on Marketing and Development  
Association for Consumer Research Conference 1996  
Academy of Marketing Science Conference 1998  
Administrative Sciences Association of Canada Conference 1999  
Society for Consumer Psychology Conference 2000  
Association for Consumer Research Conference 2000  
AMA Summer Educators' Conference 2004

#### Granting Agencies

Social Sciences and Humanities Research Council of Canada

**Books**

Matrix Algebra as a Tool, Duxbury Press (1996), by Ali S. Hadi (Cornell University)

**Discussant**

Session discussant at the 1998 Academy of Marketing Science Conference

**Session Chair**

National Meeting of the Popular Culture/American Culture Associations (2005)  
Human Behavior and Evolution Society Meetings (2005)

**Judge**

Mary Kay Dissertation Competition 2004 (part of the Academy of Marketing Science Conference)

## **Interviewed/Work Featured in the Popular Press/Media:**

### **Television Documentaries**

1. *The Science of Men: Testosterone Factor* (2008, July 9). *National Geographic*. Produced by Katy Jones. I received “special thanks” credits for having served as a consulting expert.
2. *S&M: Short and Male* (2008, May 24). Feature documentary directed by Howard Goldberg and produced by Ina Fichman (Instinct Films) in association with CTV.
3. *The Mad, The Bad, & The Ugly* (2008, March 31). Documentary directed by Philippe Gagnon & Ben Duffield and produced by Josette Normandeau and Abhish Birla (Ideacom International, Montreal) in association with CBC Newsworld.

### **Radio Interviews**

4. Betito, L. (2009, April 15). *Passion*. CJAD 800 AM Radio, call-in talk show/interview.
5. Tremonti, A. M. (2008, October 2). *The Current*. CBC Radio One, interview.
6. Betito, L. (2007, March 7). *Passion*. CJAD 800 AM Radio, call-in talk show/interview.
7. Kelly, J. (2007, February 18). *All in a Weekend*. CBC Radio, interview.
8. Interviewed on the *CBC Morningside Show* on March 21, 1996 regarding the psychology of shopping.

### **Print/Online Media**

9. Caldwell, R. (2009, March). Attention all Shoppers. *Chatelaine*, 166-168, 170, 172. See [http://en.chatelaine.com/english/weekend/article.jsp?content=20090106\\_150758\\_29840&page=3](http://en.chatelaine.com/english/weekend/article.jsp?content=20090106_150758_29840&page=3)
10. Narancio, F. (2009, February 13). Por qué a los hombres les cuesta hacer regalos. *Voice of America News* (Spanish). See <http://www.voanews.com/spanish/2009-02-13-voa6.cfm>
11. MacLeod, M. (2008, December 11). Sexy Science. *The Scotsman*, Edinburgh, Scotland. See <http://living.scotsman.com/features/Sexy-Science.4781820.jp>.

**Interviewed/Work Featured in the Popular Press/Media: (continued)**

12. Boesveld, S. (2008, December 1). I sold my stocks (the psychic said I should). *The Globe and Mail*, L1. See <http://www.theglobeandmail.com/servlet/story/RTGAM.20081201.wlpsychic01/BNStory/lifeMain>.
13. My 2008 paper published in *Marketing Theory* was featured on November 28, 2008 in a post titled *Neuromarketing: Homo consumericus misunderstood; business majors can't sleep through BIOL 101 anymore* at <http://neurologicalcorrelates.com/wordpress/>.
14. Wells, J. (2008, November 1). The days of wine and roses and showpiece kitchens are well and truly over, for now. *The Globe and Mail*, B4. See <http://www.theglobeandmail.com/servlet/story/LAC.20081101.RCOVER01/TPStory/Business/?pageRequested=all>.
15. Betts, H. (2008, October 28). Are we just masochists? *The Guardian (UK)*, G2, p. 10. See <http://www.guardian.co.uk/lifeandstyle/2008/oct/28/fashion>.
16. CTV.ca News Staff (2008, October 12). Men, women use web like prehistoric hunter-gatherers. See [http://www.ctv.ca/servlet/ArticleNews/story/CTVNews/20081009/internet\\_behavior\\_081009/20081012?hub=TopStories](http://www.ctv.ca/servlet/ArticleNews/story/CTVNews/20081009/internet_behavior_081009/20081012?hub=TopStories).
17. Baril, D. (2008, October 6). Les chasseurs-cueilleurs à l'ère d'Internet: Les hommes et les femmes naviguent sur Internet comme au temps des mammoths. *Journal Forum*, Université de Montréal. See <http://nouvelles.umontreal.ca/content/view/1847/1/>.
18. Villano, D. (September 2008). A future of less. *Miller-McCune*, p. 60-69.
19. Jones, L. (September 2008). Read between the Hemlines. *Men's Health*, 23 (7), 160-163.
20. Agrell, S. (2008, May 22). Smaller guys get the short end of the stick. *Globe and Mail*.
21. Lansink, B. (March 7, 2008). Hoge hakken, echte seks [High heels, real sex], *De Pers*, p. 14-15. [Dutch newspaper]
22. Kotler, S. (2008, March 6). Yankees vs. Red Sox: It's Clan of the Cave Bear All Over Again. *Psychology Today Blogs*.
23. Harrison, J. (2008, January 16). Does Darwinism Drive Consumer Choice? *UANews*, University of Arizona.

### **Interviewed/Work Featured in the Popular Press/Media: (continued)**

24. Wenner, M. (2007, August 15). Greatest Mysteries: Why Do We Desire Things? Available at [www.livescience.com](http://www.livescience.com). The article was also picked up and published by Yahoo! News, MSNBC (including the Today Show), and Softpedia.com.
25. Amy Alkon (aka the Advice Goddess) who writes a very popular blog ([www.advicegoddess.com](http://www.advicegoddess.com)) as well as being a syndicated columnist in over 100 newspapers contacted me in August '07 regarding a column that she was writing on gift giving. My book was featured on her blog.
26. Greenbaum, P. (2007, Spring). Evolved Consumers. Concordia University Magazine, Vol. 30, No. 1, p.18-20.
27. Herland, K. (2007, Mar 22). Viewing consumers through Darwinian lens. Concordia Journal, Vol. 2, No. 13.
28. Lalonde, M. (2006, Nov 18). The issue goes mainstream. The Gazette, p. 3.
29. Staples, S. (2005, Jul 4). Men attracted to women with smaller feet, cross-cultural study finds. Kingston Whig - Standard, p. 14.
30. Staples, S. (2005, Jul 4). Men attracted to women with smallest feet: study. Star - Phoenix, p. C. 7.
31. Staples, S. (2005, Jul 4). Sex-appeal study finds size really does matter -- foot size, that is. Edmonton Journal, p. A. 1. FRO.
32. Staples, S. (2005, Jul 4). Who we'll choose to play footsie with is a matter of evolution, study finds. The Ottawa Citizen, p. A. 7.
33. Dobson, R. and Chittenden, M. (2005, May 8). Younger siblings are life's risk takers. The London Sunday Times.
34. Fitterman, L. (2005, Mar 22). Birth order the latest predictor of consumer habits. The Vancouver Sun, p. A. 13.
35. Staples, S. (2005, Mar 19). Far beyond the Louvre: Museums-- what they stand for, the treasures they hold and the people who decide what should go in them-- are in the midst of profound change. The elite voices of cultural authority represented by the Louvre, the Prado, or the British Museum find themselves competing for attention with thousands of virtual "micro-museums" assembled by passionate individuals to preserve the historical and the hysterical. The Brantford Expositor. p. D7.
36. Fitterman, L. (2005, Mar 18). Shopping like a first-born. Calgary Herald, p. F. 4.

**Interviewed/Work Featured in the Popular Press/Media: (continued)**

37. Fitterman, L. (2005, Mar 14). Shopping like a stylish first-born. The Gazette, p. D. 2.
38. Staples, S. (2005, Feb 18). Brandemics: LogisticScience's computer program makes bold predictions about new brands. The Gazette, p. B. 1. BRE.
39. Staples, S. (2005, Feb 3). Brandemics software able to probe consumer mind. The Sault Star.
40. Staples, S. (2005, Feb 3). Artificial intelligence probes consumers' minds. The Ottawa Citizen, p. D. 1. Fro.
41. Staples, S. (2005, Feb 3). Marketing without guesswork. The Vancouver Sun, p. A. 4.
42. Friedman, R. A., M.D. (2004, Dec 7). This Is for You Dear, But it's All About Me. The New York Times, p. G. 15.
43. Aubry, J. (2000, Dec 24). Male shoppers a sad lot. Times - Colonist, p. A. 6.
44. Aubry, J. (2000, Dec 24). Male shoppers a sad lot: studies: French-Canadians not as concerned about price tags as English-Canadians. The Ottawa Citizen, p. A. 4.
45. Aubry, J. (2000, Dec 24). Men clueless on gift hunt: Often run to sales clerk for aid: studies. The Gazette, p. A. 3.
46. Aubry, J. (2000, Dec 24). Men make lousy Christmas shoppers. Sudbury Star, p. A. 1. FRO.
47. Aubry, J. (2000, Dec 24). Male shoppers a pathetic bunch: Few have a clue when it comes to Christmas gifts. Calgary Herald, p. A. 4.
48. Men do poorly in shopping survey. (2000, Dec 24). The Province, p. A. 97.
49. Greenbaum, P. J. (October 9, 1999). Spoiled children of the air. The Gazette, p. S. 5.
50. Greenbaum, P. J. (April 24, 1999). Y2K: Concern Mounts About Drug Hoarding. The Gazette, p. S. 8.
51. Work log reveals slackers myth. (1997, April 18). The Times Higher Education Supplement.
52. Greenbaum, P. J. (Feb. 29, 1996). Why We Buy. The Thursday Report.

**Alphabetical list of journals wherein my work has been cited:**

1. Academic Leadership: The Online Journal
2. Administrative Science Quarterly
3. Annual Review of Information Science and Technology
4. Applied Cognitive Psychology
5. Applied Economics
6. Archives of Sexual Behavior
7. Behavior Research Methods, Instruments, & Computers
8. Behavioral and Brain Sciences
9. Behavioral and Cognitive Neuroscience Reviews
10. Behavioural Pharmacology
11. Biblioteche oggi [Italian]
12. California Law Review
13. Canadian Journal of Administrative Sciences
14. Computers in Education Journal
15. Consumption, Markets and Culture
16. Cross-Cultural Research
17. Decision Analysis
18. Decision Support Systems
19. Electronic Markets
20. El Profesional de la información [Spanish]
21. Essays Management [Chinese]
22. Ethics in Science and Environmental Politics
23. European Journal of Marketing
24. European Journal of Operational Research
25. European Journal of Organic Chemistry
26. Evolutionary Psychology
27. Feminist Economics
28. Forschung [German]
29. Gastroenterologia Y Hepatologia [Spanish]
30. Human Nature
31. IEEE Transactions on Professional Communication
32. Information & Management
33. Information Resources Management Journal
34. International Business & Economics Research Journal
35. International Journal of Business and Management
36. International Journal of Consumer Studies
37. International Journal of Hospitality Management
38. International Journal of Retail & Distribution Management
39. International Journal of Wine Marketing
40. International Review of Retail, Distribution and Consumer Research
41. Journal of American Academy of Business
42. Journal of Advertising
43. Journal of the American Society for Information Science and Technology
44. Journal of Bioeconomics

**Alphabetical list of journals wherein my work has been cited: (continued)**

45. Journal of Commerce & Tourism Education Faculty [Turkish]
46. Journal of Consumer Behaviour
47. Journal of Consumer Marketing
48. Journal of Consumer Psychology
49. Journal of Consumer Research
50. Journal of Counseling Psychology
51. Journal of Dissertation
52. Journal of Economic Psychology
53. Journal of Electronic Commerce Research
54. Journal of Financial Services Marketing
55. Journal of Hospitality & Leisure Marketing
56. Journal of Information Systems
57. Journal of Informetrics
58. Journal of Knowledge Management
59. Journal of the Korean Society of Clothing and Textiles
60. Journal of Management Information Systems
61. Journal of Managerial Psychology
62. Journal of Marketing
63. Journal of Marketing for Higher Education
64. Journal of Marketing Management
65. Journal of Marketing Research
66. Journal of the Operational Research Society
67. Journal of Organizational and End User Computing
68. Journal of Organizational Behavior
69. Journal of Personality and Social Psychology
70. Journal of Politics
71. Journal of Product and Brand Management
72. Journal of Retailing
73. Journal of Retailing and Consumer Services
74. Journal of Rural Community Psychology
75. Journal of Services Marketing
76. Journal of Service Research
77. Journal of Shopping Center Research
78. Journal of Theoretical Biology
79. Journal of Travel Research
80. Journal of Vacation Marketing
81. Judgment and Decision Making
82. La Revue des Sciences de Gestion
83. Library Trends
84. Logistics Information Management
85. Management Science
86. Managerial and Decision Economics
87. Managing Leisure
88. Marketing Intelligence & Planning

**Alphabetical list of journals wherein my work has been cited: (continued)**

89. Marketing Review
90. Marketing Theory
91. Media Perspektiven [German]
92. MIS Quarterly
93. Neuropsychopharmacologia Hungarica
94. Nordic Journal of Psychiatry
95. Online Information Review
96. Organizational Behavior and Human Decision Processes
97. Perceptual and Motor Skills
98. Poetics
99. Politics and the Life Sciences
100. Psychological Review
101. Psychology & Marketing
102. Public Integrity
103. Quality & Quantity
104. RAC-Eletrônica [Brazil]
105. Rationality and Society
106. Recherche et Applications en Marketing
107. Reproductive BioMedicine Online
108. Research Evaluation
109. Revista Latinoamericana De Psicología
110. Revista Psicologia: Organizações e Trabalho [Brazil]
111. Revue Economique
112. Revue Française de Marketing
113. RIMAR-Revista Interdisciplinar de Marketing [Brazil]
114. Ruffin Series in Business Ethics
115. Rutgers Law Journal
116. Scientometrics
117. Sex Roles
118. South African Journal of Business Management
119. TCNJ Journal of Student Scholarship
120. The Business Review
121. The Service Industries Journal
122. Young Consumers