

KIRK KRISTOFFERSON

Assistant Professor of Marketing
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Arizona State University
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EMPLOYMENT

Assistant Professor of Marketing (2015 – Present)
Arizona State University, W.P. Carey School of Business
Tempe, AZ

EDUCATION

Ph.D., Marketing (Consumer Behavior), May 2015
University of British Columbia
Vancouver, BC

B. Comm (Hons.), With Distinction, May 2003
University of Manitoba
Majors: Marketing, Finance, International Business
Winnipeg, MB

RESEARCH INTERESTS

- Social Influence
- Impression Management
- Prosocial Behavior
- Social Comparison

PUBLICATIONS

Kristofferson, Kirk, Katherine White and John Peloza (2014), "The Nature of Slacktivism: How the Social Observability of an Initial Act of Token Support Impacts Subsequent Prosocial Action," *Journal of Consumer Research*, 40(6), 1149-1166.

- Media Coverage: *Fast Company*, *Time Magazine*, *Harvard Business Review*, *Washington Post*, *Popular Science*, *Globe and Mail*, *National Post*, *Daily Mail*, *Science Daily*, *USA Today*, *Men's Health*, *CTV News*, *Science Codex*, *Psych Central*, *British Psychological Society*, *Science and News Magazine*, *The Consumerist*, *The Drum*
- Featured in *Journal of Consumer Research Curations: Morality and the Marketplace* (2014). Curator: Kent Grayson.

Kristofferson, Kirk and Katherine White (2015), *Interpersonal Influences in Consumer Psychology: When Does Implicit Social Influence Arise?*, in *Cambridge Handbook of Consumer Psychology*, Rucker, Lambertson and Norton.

WORKING PAPERS AND PAPERS UNDER REVIEW

Lamberton, Cait, Kirk Kristofferson, and Darren W. Dahl, "(Secretly) Blowing Out Candles to Make Ours Burn Brighter: The Relationship Between Envy, Self-Esteem, and Harming Behaviors". Revise and resubmit at the *Journal of Consumer Research*.

Kristofferson, Kirk, Brent McFerran, Andrea C. Morales and Darren W. Dahl, "'Only One Left - I'll Fight You for It!': Scarcity Promotion Advertising and Aggressive Behavior," Revise and resubmit at the *Journal of Consumer Research*.

Kristofferson, Kirk, Katherine White, Cait Lambertson and Darren W. Dahl, "It's Not You, It's Me: The Impact of Support Allocation on Consumer Prosocial Identity and Subsequent Support," Manuscript under review at the *Journal of Marketing Research*.

Kristofferson, Kirk and Katherine White, "I Shared What You Did Last Summer: Indirect Impression Management and Subsequent Prosocial Behaviors," Manuscript in preparation for submission at the *Journal of Marketing Research*.

SELECTED WORK IN PROGRESS

Vossen, Alexander, Kirk Kristofferson and Darren W. Dahl, "The Impact of Perceived Social Presence on Embarrassing Information Search," Two studies completed. Target: *Journal of Marketing Research*.

Castelo, Noah, Kirk Kristofferson and Katherine White, "The Impact of Public Self-Consciousness on Moral Licensing," One study completed. Target: *Journal of Consumer Research*.

Kristofferson, Kirk and Rui (Juliet) Zhu, "Amplify or Regulate? Stability as a Moderating Force of Power's Potential in Consumer Behavior," Three studies completed. Target: *Psychological Science*.

Kristofferson, Kirk, Katherine White and Karl Aquino, "The Pretender: The Impact of Acting Inauthentic on Identity Stability," One study completed. Target: *Journal of Consumer Research*.

CONFERENCE PRESENTATIONS

Kristofferson, Kirk, and Katherine White, "I Shared What You Did Last Summer: Indirect Impression Management and Subsequent Prosocial Behaviors," *Association for Consumer Research Conference*, New Orleans, LO, October 2015.

Kristofferson, Kirk, Brent McFerran, Andrea C. Morales and Darren W. Dahl, "The Dark Side of Marketing Tactics: Scarcity Promotions Induce Aggressive Behavior," *Association for Consumer Research Conference*, Baltimore, MD, October 2014.

Kristofferson, Kirk, Katherine White and John Peloza, "The Nature of Slacktivism: How the Social Observability of an Initial Act of Token Support Affects Subsequent Prosocial Action," *Society for Consumer Psychology Conference*; Miami, FL, March 2014.

Lamberton, Cait, Kirk Kristofferson, and Darren W. Dahl, "(Secretly) Blowing Out Candles To Make Ours Burn Brighter: The Relationship Between Envy, Self-Esteem, and Harming Behaviors," *Association for Consumer Research Conference*; Vancouver, BC, October 2012.

Lamberton, Cait, Kirk Kristofferson, and Darren W. Dahl, "Squeezing Wine From Sour Grapes: Self-Esteem, Consolation Opportunities and Willingness-To-Pay for an Envied Product," *Association for Consumer Research Conference*; St. Louis, MO, October 2011.

INVITED PRESENTATIONS

- Arizona State University, 2014
- University of Texas at Austin, 2014
- University of Arizona, 2014
- University of Iowa, 2014
- Ivey Business School, Western University, 2014
- Georgia Institute of Technology, 2014
- San Diego State University Arizona State University, 2014

AWARDS AND RECOGNITION

- AMA-Sheth Foundation Doctoral Consortium Fellow, 2014
- UBC Killiam Graduate Teaching Award, 2013
- Shelby L. Brumelle Memorial Graduate Scholarship, 2013-14
- Anne and John Brown Fellowship in Diabetes and Obesity Related Research, 2013-14
- Hugo E. Meilicke Memorial Fellowship, 2013-14
- UBC E.D. McPhee Fellowship, 2010, 2011, 2012
- UBC University Graduate Fellowship, 2010, 2011, 2012

PROFESSIONAL AFFILIATIONS

Association for Consumer Research
Society of Consumer Psychology
American Marketing Association
Association for Psychological Science

RESEARCH GRANTS AWARDED

Dahl, Darren W. and Kirk Kristofferson, "Untangling Envy". Co-Primary Investigator. UBC Sauder School of Business Internal Grant, \$8,150.

Spiliotopoulos, Valia, Kirk Kristofferson, Carson Woo, David Silver, Thomas Allard and Kathryn Martell, "Assessment of Learning in Business Education". UBC Teaching and Learning Enhancement Fund, \$22,464.80.

TEACHING INTERESTS

Consumer Behavior, Marketing Strategy, Marketing Analysis, Salesforce Marketing, Marketing Management Introduction to Marketing, Sustainability Marketing, Social and Nonprofit Marketing

TEACHING EXPERIENCE

University of British Columbia – Vancouver

Instructor

Consumer Behavior

- 2013 Instructor Evaluation Score: 4.7/5.0

Marketing Strategy (2015)

- 2015 Instructor Evaluation Score: 4.75/5.0
- 2015 Instructor Evaluation Score: 4.9/5.0

Guest Lecturer,

- Social and Nonprofit Marketing, 2010-2014
- Consumer Behavior, 2012
- Sales Force Management, (Exec. Ed, Sales and Marketing, 2015)

SERVICE

- Journal Reviewer, *Journal of Consumer Research*
- Student Journal Reviewer, *Journal of Consumer Research*, *Journal of Marketing*
- Reviewer, *Society for Consumer Psychology*, Annual Conference, Miami, FL, 2014
- Reviewer, *American Marketing Association*, Summer Marketing Educators' Conference, San Francisco, CA, 2011, 2012
- Committee member, Faculty Advisory Board, Sauder School of Business AACSB Accreditation Assurance of Learning
- Coordinator, Marketing Behavioral Lab and Subject Pool, 2011-2014
- Co-President, Sauder School of Business Ph.D. Students Society, 2011
- Student Keynote Speaker: UBC PhD Recruitment Conference 2013
- PhD Representative: EQUIS Accreditation Review
- Commerce Scholars Program, Mentor to Undergraduate Researchers

SELECTED MEDIA COVERAGE

Print/Online

Fast Company (NY, USA): <http://www.fastcoexist.com/3021508/heres-an-idea/like-a-charity-on-facebook-youre-now-actually-less-to-actually-help>

Popular Science (USA): <http://www.popsci.com/article/science/just-liking-cause-doesnt-help-internet-slacktivism-harms-charities>

Globe and Mail (Canada): <http://www.theglobeandmail.com/report-on-business/careers/business-education/donors-like-to-show-support-for-causes-just-dont-ask-them-for-money/article15761051/>

Time Magazine (USA): <http://newsfeed.time.com/2013/12/16/facebook-launches-new-donate-button-asking-people-to-put-money-where-their-like-is/>

Harvard Business Review (USA): <http://blogs.hbr.org/daily-stat/>

Science Daily (USA):
<http://www.sciencedaily.com/releases/2013/11/131108091320.htm>

National Post (Canada): <http://news.nationalpost.com/2013/11/10/growing-a-moustache-to-raise-awareness-about-mens-health-actually-leads-to-slacktivism-new-ubc-study/>

Daily Mail (UK): [slacktivist-people-declare-support-charities-social-networking-sites-likely-donate-money.html](http://www.dailymail.co.uk/news/technology/article-2311111/slacktivist-people-declare-support-charities-social-networking-sites-likely-donate-money.html).

Washington Post (USA): <http://www.washingtonpost.com/blogs/monkey-cage/wp/2014/03/12/does-slacktivism-work/>

CTV News (Canada): <http://www.ctvnews.ca/mobile/sci-tech/how-much-good-does-a-facebook-like-really-do-not-much-slacktivism-study-shows-1.1535302>

Men's Health (USA): <http://www.menshealth.com/best-life/charitable-donations>.

Science Codex (USA):
http://www.sciencecodex.com/slackers_unite_how_fundraisers_convert_social_supporters_into_socially_active_citizens-123351

The British Psychological Society (UK): <http://www.bps.org.uk/news/does-facebook-reduce-charity-donations>

Psych Central (USA): <http://psychcentral.com/news/2013/11/11/dont-just-like-my-cause-do-something-slacktivists/61894.html>

Television

CTV News (Canada): <http://www.ctvnews.ca/video?clipId=1045295>

Radio

CBC Radio, National
The Motts Show, Ontario, Eastern Canada
CKNW News Talk 980, Vancouver

INDUSTRY EXPERIENCE

- 2008 – 2010 Navitas World, International College of Manitoba
Marketing Manager, Africa/Middle-East/Sub-continent sales territories
- 2006 – 2007 Bavarian Hospitality Group
Assistant Manager
- 2002 – 2006 Investors Group Financial Services
Assistant Manager, National Marketing

CONSULTING EXPERIENCE

Flamingo, New York
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New York, NY 10014