

# KIRK KRISTOFFERSON

*Assistant Professor of Marketing*  
W.P. Carey School of Business  
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## EMPLOYMENT

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

## EDUCATION

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*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

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

## PUBLICATIONS

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### REFEREED JOURNAL ARTICLES

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, Brent McFerran, Andrea C. Morales and Darren W. Dahl (2017), "The Dark Side of Scarcity Promotions: How Exposure to Limited Quantity Promotions Can Induce Aggression," *Journal of Consumer Research*, 43(5).

- Media Coverage: *Chicago Tribune, Boston Globe, CTV News, Vancouver Sun, Fox News, Pittsburgh Post-Gazette, Wharton Business Radio, Austin Business Journal*

### BOOK CHAPTERS

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

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Kristofferson, Kirk, Michelle Daniels and Andrea Morales, "Positive Effects from Negative Virtual Experiences: How Virtual Reality Can Be Used Effectively in Marketing," Revise and resubmit, *Journal of Consumer Research*.

Kristofferson, Kirk and Lea Dunn, "The Brand That Wasn't There: How Product Displacement Positively Impacts Brand Outcomes," Manuscript under review at the *Journal of Consumer Research*.

Kristofferson, Kirk and Katherine White, "I Shared What You Did Last Summer: The Downstream Consequences of Basking in The Good Deeds of Another," Manuscript in preparation for submission to the *Journal of Consumer Psychology*.

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

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". Manuscript under review at the *Journal for the Association of Consumer Research*.

#### SELECTED WORK IN PROGRESS

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Kristofferson, Kirk, Andrea C. Morales, Brent McFerran, and Darren W. Dahl, "Can NFL Players be Viewed as Victims? How Camera Angles Can Increase Sympathy Towards Athletes," Target: *Journal of Consumer Research*.

Daniels, Michelle, Kirk Kristofferson and Andrea C. Morales, "I'm Just Trying to Help: When and Why Volunteer's Prosocial Bragging Leads to Negative Spillover Effects for Charitable Organizations," Target: *Journal of Consumer Research*.

Van der Sluis, Helen, Adriana Samper, and Kirk Kristofferson, "Glass Houses: The Impact of Disability Perceptions on the Consumption Environment," Target: *Journal of Consumer Research*.

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

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

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## CONFERENCE PRESENTATIONS

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Kristofferson, Kirk, Michelle Daniels and Andrea Morales, "Positive Effects from Negative Virtual Experiences: How Virtual Reality Can Be Used Effectively in Marketing," *Society for Consumer Psychology* Conference, San Francisco, CA, February 2017.

Kristofferson, Kirk, and Katherine White, "Unintended Consequences of Indirect Impression-Management," *Society for Consumer Psychology* Conference, San Francisco, CA, February 2017.

Kristofferson, Kirk, Michelle Daniels and Andrea Morales, "Positive Effects from Negative Virtual Experiences: How Virtual Reality Can Be Used Effectively in Marketing," *Association for Consumer Research* Conference, Berlin, Germany, October 2016.

Kristofferson, Kirk, and Katherine White, "Unintended Consequences of Indirect Impression-Management," *Association for Consumer Research* Conference, Berlin, Germany, October 2016.

Kristofferson, Kirk, Katherine White, Cait Lamberton and Darren W. Dahl, "It's Not You, It's Me: The Impact of Support Allocation on Consumer Prosocial Identity and Subsequent Support," *Association for Consumer Research* Conference, Berlin, Germany, October 2016.

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," *Society for Consumer Psychology* Conference; St. Pete Beach, FL, March 2016.

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

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- Governor General of Canada's Conference on Charitable Giving, Rideau Hall, Ottawa, Ontario, Canada, 2017
- University of Kansas, 2016
- 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

## RESEARCH GRANTS AWARDED

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Main, Kelley, Kirk Kristofferson, and Raymond V. Lavoie (2017), "Distinguishing the Types of Flow," Co-Investigator. SSHRC Partnership Development Grant, \$130,632.

Kristofferson, Kirk, Michelle Daniels and Andrea Morales (2016), "Positive Effects from Negative Virtual Experiences: How Virtual Reality Can Be Used Effectively in Marketing," Marketing Science Institute, \$7,500.

Spiliotopoulos, Valia, Kirk Kristofferson, Carson Woo, David Silver, Thomas Allard and Kathryn Martell (2012), "Assessment of Learning in Business Education". UBC Teaching and Learning Enhancement Fund, \$22,464.80.

Dahl, Darren W. and Kirk Kristofferson, "Untangling Envy" (2011). Co-Primary Investigator. UBC Sauder School of Business Internal Grant, \$8,150.

## AWARDS AND RECOGNITION

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- John W. Teets Outstanding Undergraduate Teaching Award, 2016
- 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

## TEACHING INTERESTS

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

## TEACHING EXPERIENCE

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*Arizona State University - Tempe*

Instructor

Competitive Marketing Strategy (2016)

- 2016 Instructor Evaluation Score: 6.8/7.0
- 2016 Instructor Evaluation Score: 6.9/7.0

*University of British Columbia – Vancouver*

Instructor

Consumer Behavior (2013)

- 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

## PROFESSIONAL AFFILIATIONS

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

## SERVICE

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- Journal Reviewer, *Journal of Consumer Research*
- Journal Reviewer, *European Journal of Marketing*
- Journal Reviewer, *Journal of Retailing*
- Reviewer, *Association for Consumer Research*, Annual Conference
- Reviewer, *Society for Consumer Psychology*, Annual Conference
- Reviewer, *American Marketing Association*, Summer Marketing Educators' Conference, San Francisco, CA, 2011, 2012
- Faculty Advisory Board member, 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

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### *Print/Online*

Chicago Tribune (Chicago, USA): <http://www.chicagotribune.com/business/ct-black-friday-aggression-1124-biz-20161123-story.html>

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/health/health-news/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](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*

FOX News: <http://bit.ly/2f94W11>

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

### *Radio*

Wharton Business Radio, Sirius XM  
Consumer Talk, KGO San Francisco  
CBC Radio, National  
The Motts Show, Ontario, Eastern Canada  
CKNW News Talk 980, Vancouver



## INDUSTRY EXPERIENCE

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- 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

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Flamingo, New York  
200 Varick Street, Suite 602,  
New York, NY 10014