

DARLENE WALSH

John Molson School of Business
Concordia University, Montreal, QC
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ACADEMIC EMPLOYMENT

Chair, Department of Marketing (July 2019-present)
John Molson School of Business, Concordia University

Associate Professor of Marketing (June 2014-present)
John Molson School of Business, Concordia University

Assistant Professor of Marketing (June 2007-May 2014)
John Molson School of Business, Concordia University

EDUCATION

Ph.D. in Management
Marketing (Consumer Behaviour)
Rotman School of Management, University of Toronto

Honours B. Sc. with High Distinction
Economics for Management Studies and Psychology
University of Toronto

RESEARCH INTERESTS

In my research, I focus on investigating factors that influence and shapes the consumer decision-making process with an emphasis on choices and decisions that require self-control. I am interested in how priming consumer goals and marketing cues, such as brands and logos, influence consumer goal pursuit. My interest in this area of consumer behaviour stems from a desire to discover novel ways to facilitate self-control (i.e., help consumers to act in ways that promote better decisions with respect to, for example, eating, saving patterns and impulse control), which is important to both theory and practice in terms of ensuring consumer and societal well-being.

REFEREED JOURNAL PUBLICATIONS

Kwon, O., Walsh, D., & Kim, H. (2019). The (dis)advantage of friendship on information search and satisfaction. *Canadian Journal of Administrative Sciences*, 36 (3), 291-4. **Lead Article.**

Walsh, D., Mantonakis, A., & Joordens, S. (2015). Is “getting started” one way for people to overcome the depletion effect? *Canadian Journal of Administrative Sciences*, 32 (1), 47-57. **Best Paper Award, Honourable Mention.**

Walsh, D. (2014). Attenuating depletion using goal priming. *Journal of Consumer Psychology*, 24 (4), 497-505.

Walsh, D. (2014). Can priming a healthy eating goal cause depleted consumers to prefer healthier snacks? *Journal of Consumer Marketing*, 31 (2), 126-32.

Joordens, S., Walsh, D., & Mantonakis, A. (2013). Intelligence as it relates to conscious and unconscious memory influences: A performance-based process-dissociation approach. *Canadian Journal of Experimental Psychology*, 67 (3), 165-74. **Lead Article.**

Kim, H., & Walsh, D. (2012). Will she like this product as much as I like it? The role of positive affect in predicting others' product preferences. *Journal of Product Research*, 30 (6), 1-9. **Lead Article.**

MANUSCRIPTS UNDER REVIEW

Walsh, D., & Kliamenakis, A. When brands hurt goals: How active goals and incidental brand exposure interact to influence goal-directed behavior. Being revised for 2nd round review at the *Journal of Consumer Psychology*.

REFEREED CONFERENCE PRESENTATIONS

Kliamenakis, A., & Walsh, D. (2022). When brands hurt goals: How active goals and incidental brand exposure interact to influence goal-directed choices. To be presented at the 2022 Society for Consumer Psychology conference.

Walsh, D., Huang, C., & Shaker, H. (2022). How depletion and slogans interact to impact behavior. To be presented at the 2022 Society for Consumer Psychology conference.

Sobol, K., Robitaille, N., & Walsh, D. (2021). Fending off failure: How choosing the lesser evil eradicates the negative consequences of goal failure. Presented (virtually) at the *Annual International Conference on Psychology* conference, May 24-27, 2021.

Sobol, K., Robitaille, N., & Walsh, D. (2021). Fending off failure: How choosing the lesser evil eradicates the negatives consequences of goal failure. Presented (virtually) at the *Southern Ontario Behavioural Decision Research* conference, May 14, 2021.

Walsh, D., & Darriet, C. (2020). What a cute lemon! The effect of whimsical cuteness on willingness-to-pay for imperfect produce. Presented (virtually) at the *Association for Consumer Research* conference, October 1-4, 2020.

Sobol, K., Robitaille, N. & Walsh, D. (2019). The subjective nature of goal failure and its effects on motivation. Presented at the *Society of Judgment and Decision-Making* conference, Montreal, Quebec, November 15-18, 2019.

Kim, H. J., Walsh, D., & Wodnicki, P. (2019). Goals come in all shapes and sizes: Can goal-shaped products increase willingness-to-pay? In *Advances in Consumer Research*, Volume 47, eds. R. Bagchi, L. Block and L. Lee: Association for Consumer Research, Page: 978.

Walsh, D., & Huang, C. (2018). Brand primes can satiate (important) consumer goals. In *Advances in Consumer Research*, Volume 46, eds. A. Gershoff, R. Kozinets and T. White: Association for Consumer Research, Page: 932.

Walsh, D., & Jarry, F. (2017). The impact of brand exposure on perceived goal progress and goal satiation. In *Advances in Consumer Research*, Volume 45, eds. A. Gneezy, V. Griskevicius, and P. Williams: Association for Consumer Research, Page: 1064.

Walsh, D. (2015). The effects of brand exposure on goal satiation and perceived goal progress. In *Advances in Consumer Psychology*, eds. A. Morales and P. Williams: Society for Consumer Psychology, Page: 332.

Walsh, D., Kim, H., & Kwon, O. (2014). How firms should manage their corporate social responsibility activities. In *INFORMS Marketing Science Conference Proceedings*, eds. D. Bowman, M. Lewis and D. Schweidel, Page: 1.

Walsh, D., Mantonakis, A., & Joordens, S. (2012). Does depletion impact our ability to initiate, or to complete, a self-regulation task? In *Advances in Consumer Psychology*, eds. A. Chakravarti and A. Mukhopadhyay: Society for Consumer Psychology, Pages: 61-62.

Walsh, D. (2011). Do retail store brands satiate or strengthen consumer goals? Examining the influence of goal priming and exposure to retail store brands on consumer preference. In *Advances in Consumer Psychology*, eds. N. Mandel and D. Silvera: Society for Consumer Psychology, Pages: 121-123.

Walsh, D., & Mantonakis, A. (2009). At what stage of process does depletion hurt the most? In *Advances in Consumer Research*, Volume 36, eds. A.L. McGill and S. Shavitt: Association for Consumer Research, Page: 772.

Walsh, D., & Mitchell, A. (2008). How does ego-depletion and construal levels relate to self-control? In *INFORMS Marketing Science Conference Proceedings*, eds. C. Weinberg, D. Dahl and D. Putler, Page: 18.

Dempsey, M., & Walsh, D. (2007). Examining the context of music videos on brand evaluations. In *Administrative Sciences Association of Canada Conference Proceedings*, Volume 28, ed. M. Benyoucef, Pages: 88-102.

Walsh, D., & Mitchell, A. (2007). Automatic evaluations and self-control. In *Advances in Consumer Research*, Volume 34, eds. G. Fitzsimons and V. Morwitz: Association for Consumer Research, Pages: 272-273.

Walsh, D., & Mitchell, A. (2006). Is goal activation enough? Implications for conscious self-control processes. In *Advances in Consumer Psychology*, eds. D. Ariely, B. Shiv, and M. Strahilevitz, Pages: 146-160.

Law, S., Braun, K., & Walsh D. (2002). Product placements: Practical and theoretical implications. *Advertising & Consumer Psychology Conference*, New York, NY.

NON-REFEREED CONFERENCE PRESENTATIONS

Aysan, G., Walsh, D., & Mantonakis, A. (May 2009). At what stage of process does depletion hurt the most? *Southern Ontario Behavioural Decision Research Conference*, St. Catharines, ON

Alam, R., Joordens, S., & Walsh, D. (June 2006). Long-term semantic priming in the face of opposing strategies: Support for continual learning. *Canadian Society for Brain, Behaviour and Cognitive Science*, Saskatoon, SK.

PARTICIPATION IN OTHER ACADEMIC EVENTS

Annual Graduate Research Exposition (AGRE)

Wodnicki, P., & Walsh, D. (2019). *Can I? Will I? Depletion, self-efficacy, and health-related behaviours*. Poster presented at the 11th Annual Graduate Research Exposition, John Molson School of Business, Concordia University. **Best Poster Award (MSc track)**

Darriet, C., & Walsh, D. (2019). *Aww, that's such a cute lemon! The impact of whimsical cuteness on willingness-to-pay*. Poster presented at the 11th Annual Graduate Research Exposition, John Molson School of Business, Concordia University.

Huang, C., & Walsh, D. (2018). *Why slogans persuade! The effects of depletion and slogans on consumer behaviour*. Poster presented at the 10th Annual Graduate Research Exposition, John Molson School of Business, Concordia University. **Popular Choice Award (MSc Track)**

Moderator and/or Discussant

Invited Moderator (2020). *Consumer decision-making when experiencing resource scarcity* (20th anniversary panel series). John Molson School of Business, Concordia University.

Invited Discussant (2012). *Do consumers always get what they want?* Rotman School of Management, University of Toronto.

Invited Talks, Guest Lectures and/or Research Seminar Series

Walsh, D. (2010). *The influence of retail brands and non-conscious goal priming on consumer preference*. Research Seminar Series, Department of Marketing, JMSB, Concordia University.

Walsh, D. (2008). *When does the automatic activation of a self-control goal set in motion an effortless self-control process?* Guest Lecture: Automatic Processes in Consumer Behavior Doctoral Seminar, McGill University.

Walsh, D. (2006). *Understanding the self-control process*. Invited Talk, Department of Marketing, JMSB, Concordia University.

Walsh, D. (2006). *Understanding the self-control process*. Invited Talk, Department of Marketing, School of Business Management, Ryerson University.

Walsh, D. (2006). *Understanding the self-control process*. Invited Talk, Department of Marketing, McGill University.

Walsh, D. (2006). *Understanding the self-control process*. Research Seminar Series, Rotman School of Management, University of Toronto.

Walsh, D., & Mitchell, A. (2006). *Self-control tomorrow and in a year from now. Goal activation, temporal construal and the strength model*. Research Seminar Series, Rotman School of Management, University of Toronto.

Walsh, D., & Mitchell, A. (2006). *Goal activation, implicit evaluations and cookies? Understanding the self-control process*. Research Seminar Series (Self-Control Research Group), Department of Psychology, University of Toronto.

Walsh, D., & Mitchell, A. (2006). *"I know I'm on a diet, but those cookies smell great!" An examination of goal activation and implicit evaluations on self-control*. Research Seminar Series, Rotman School of Management, University of Toronto.

Dempsey, M., & Walsh, D. (2006). *Hey, aren't your shoes the ones in the 50 Cent video?* Research Seminar Series, School of Business Management, Ryerson University.

Walsh, D., & Mitchell, A. (2005). *Understanding self-control processes by examining goal activation and affective evaluations*. Research Seminar Series (Social, Personality & Abnormal area Meeting (SPAM) group), Department of Psychology, University of Toronto.

Joordens, S., Bors, D., & Walsh, D. (2001). *Spatial reasoning and its links with conscious and unconscious memory*. Research Seminar Series (Cognition and Perception at Scarborough (CAPS) research group), Department of Psychology, University of Toronto at Scarborough.

Joordens, S., Walsh, D., & Bors, D. (2001). *Intelligence and its relation to conscious and unconscious memory*. Research Seminar Series (Cognition and Perception at Scarborough (CAPS) research group), Department of Psychology, University of Toronto at Scarborough.

RESEARCH-IN-PROGRESS

Walsh, D., & Mitchell, A. Why some (but not all) restrained eaters fail. [Working paper]

Sobol, K., Robitaille, N., & Walsh, D. The subjective nature of goal failure and its effects on motivation. [Data collection complete]

Walsh, D., Shaker, H., & Huang, C. How depletion and slogans interact to impact behavior. [Data collection phase]

Kim, H. J., & Walsh, D. The impact of goal-shaped products on behavior. [Data collection phase]

Walsh, D., & Wu, X. The impacts of cuteness on self-control. [Data collection phase]

Walsh, D., Sobol, K., & Kliamenakis, A. Depletion, attention, and motivation. [Conceptualization phase]

RESEARCH GRANTS RECEIVED

External Research Grants

\$87,212	2015-21 ¹	Social Sciences and Humanities Research Council of Canada (Individual Grant) Title: The effects of non-conscious brand exposure on self-control Amount Requested: \$87,212
\$1,600	2011	Transformative Consumer Research, Association for Consumer Research Grant (Individual Grant) Title: Why does a healthy choice now lead to an unhealthy choice later?

Internal Research Grants

\$15,000	2019-22	Department Chair Research Grant, Concordia University (Individual Grant) Title: Understanding how cuteness and creativity influence consumer behavior
\$1,950	2019-20	CASA Student Research Grant, Concordia University Title: Can I? Will I? The effect of depletion on self-efficacy and persuasion to engage in healthy behaviors Student Researcher: P. Wodnicki Supervisor: D. Walsh

¹ The end date for this grant has been adjusted to March 31, 2021, due to an official university leave.

\$1,206	2018-19	CASA Student Research Grant, Concordia University Title: How cute is this apple? Can priming “cuteness” increase consumers trust toward unaesthetic food? Student Researcher: C. Darriet Supervisor: D. Walsh
\$1,838	2018-19	CASA Student Research Grant, Concordia University Title: The effects of depletion and slogans on consumer behavior Student Researcher: C. Huang Supervisor: D. Walsh
\$6,765	2014-17	Seed Funding Program, VP-Office of Research, Concordia University (Individual Grant) Title: How brands influence the consumer decision making process
\$9,490	2013	Luc Beauregard Center of Excellence in Communications, Concordia University (Team Grant) Principal Investigator: D. Walsh Collaborators: H. Kim & O. Kwon Title: Are you a good corporate citizen?
\$1,000	2013	CASA General Research Funds, Concordia University (Individual Grant) Title: How does goal priming and depletion interact to influence self-regulation?
\$6,300	2011	Seed Funding Program, VP-Office of Research, Concordia University (Individual Grant) Title: How does goal priming and depletion interact to influence self-regulation?
\$11,850	2011	Seed Funding Program, VP-Office of Research, Concordia University Grant (Team Grant) Principal Investigator: H. Kim Collaborators: D. Walsh and K. Lee Title: Transactions using networks revisited
\$10,000	2009	Faculty Research Development Program II, Concordia University (Individual Grant)
\$6,500	2008	4A SSHRC Classification Grant, Concordia University (Individual Grant) Title: What activates self-control goals?
\$15,000	2007	Faculty Research Development Program, Concordia University (Individual Grant)

\$5,000 2005 Faculty of Business, Ryerson University Grant (Team Grant)
Principal Investigator: M. Dempsey; with D. Walsh
Title: Brands, music videos and persuasion

GRADUATE THESIS COMMITTEE MEMBERSHIP

M.Sc. in Administration (JMSB), Supervisor

Philippe Wodnicki (July 2020). The effect of depletion on self-efficacy and persuasion to engage in healthy behaviour. Concordia University.

Camille Darriet (January 2020). Can priming “cuteness” increase consumers trust toward unaesthetic food? Concordia University.

Chunxiang Huang (July 2019). Can depletion attenuate the reverse priming effect of slogans on behaviour? Concordia University.

M.Sc. in Administration (JMSB), Co-Supervisor

Donna Cagnoli (expected date of completion: Spring 2022). Social Media, Trust, and Cultural Values. Concordia University. Co-supervised with Dr. Michel Laroche.

M.Sc. in Administration (JMSB), Committee Member

Yushan Li (August 2019). Very rich Asians: How does acculturation transform the status consumption of wealthy immigrants? Concordia University.

Francis Jarry (August 2019). The interplay between scarcity and hyperopia. Concordia University.

Ksenia Sukhanova (March 2019). Social media adoption and usage in family firms. Concordia University.

Laura Goodyear (March 2018). When not having enough prompts consumers to show off: Reminders of resource scarcity prompt narcissism. Concordia University.

Bin Li (April 2017). Overestimation of others’ willingness to pay – An investigation. Concordia University.

Kathleen Brown (March 2017). Effectively communicating masculine and feminine brand personality traits using brand logo designs. Concordia University.

Yonglan Liu (January 2017). The Effects of Unit Measurement Price. Concordia University.

Tara Kermanshahi (June 2014). Affirmative disclosure in fast food advertisements: Its effect on attitudes toward the ad, attitude toward the brand and purchase intentions. Concordia University.

Rachel Banton (April 2013). Wise in one's own conceit: The effect of direct-to-consumer. Concordia University.

Cathy Kittson (January 2013). Product involvement as a moderator in hedonic versus utilitarian attribute trade-offs. Concordia University.

Payam Vaseghi (August 2012). Benchmarking of advertising efficiency in U.S. car market using data envelopment analysis. Concordia University.

Maryse Cote-Hamel (July 2012). The normative influence of shopping companions on impulsive urges and purchases. Concordia University.

Ting Gao (June 2012). Can corporate social responsibility (CSR) internalize into product features? An investigation on consumer responses to products with ethical attributes. Concordia University.

Alessandra Boezio (April 2012). I'm too sexy (exciting, sophisticated, and sincere) for my brands: Menstrual cycle effects on attitudes toward brand personalities. Concordia University.

Joyce Sarkis (March 2012). The cognitive, attitudinal, and behavioural responses of the elderly to print direct-to-consumer advertising. Concordia University.

Tianchi Hou (March 2012). How do Chinese consumers perceive celebrity endorsers: A social identity perspective. Concordia University.

Kimberly Donato (October 2011). The role of implicitly primed colour cues on product evaluation. Concordia University.

Zack Mendenhall (September 2011). Disgust cubed: The effect of pathogen, moral, and sexual disgust on product evaluations, avoidant behaviour, and attributions. Concordia University.

Maude Bellenguez-Lavin (March 2011). Do we all believe in Christmas? How our beliefs affect the relationship between music and retail environment perceptions. Concordia University.

David Thomas (December 2010). An investigation into the effects of chewing gum on consumer endurance and recall during an extended shopping experience. Concordia University.

Tara Crouse (August 2010). The influence of ambient scent on hotel guests' responses. Concordia University.

Shijing Chen (April 2010). Understanding normative influence on green consumption behaviour: The moderating role of self-construal and self-regulatory resources. Concordia University.

Liang Huang (January 2009). A cross-cultural study of humor-based advertisements: Differences among China, North America and France. Concordia University.

Eric Stenstrom (December 2007). Changes in women's consumption preferences and behaviours across the menstrual cycle. Concordia University.

Ph.D. in Administration, Committee Member

Yves Dupuis. Concordia University.

Committee for Phase III (January 2020)

Committee for Comprehensive Examination (January 2019)

Dandan Fang. Concordia University.

Committee for Thesis Proposal (December 2021)

Committee for Phase III (October 2021)

Committee for Phase III (October 2019)

Committee for Comprehensive Examination (November 2017)

Maryam Tofighi, Concordia University.

Committee for Phase III (June 2016)

Committee for Comprehensive Examination (April 2015)

Maryse Cote-Hamel. Concordia University.

Committee for Comprehensive Examination (July 2014)

Aida Faber. McGill University.

Internal Examiner for Final Thesis (April 2015)

Committee for Thesis Proposal (August 2014)

HONOURS AND AWARDS

JMSB Deans Award for Service Excellence Nominee (2018)

Canadian Journal of Administrative Sciences, Best Paper Award, Honourable Mention (2016)

JMSB Deans Award for Teaching Excellence Nominee (2012)

Transformative Consumer Research Grant, Association for Consumer Research (2011)

Society for Consumer Psychology Conference, Best Student Paper Award (2006)

American Marketing Association, Sheth Foundation Doctoral Consortium Fellow (2006)

Martin Evans Scholarship, Ontario Graduate Scholarship (2006-07)

University of Toronto Fellowship (2002-07)

Ontario Graduate Scholarship (2002-03)

TEACHING

Consumer Behaviour, Fall 2016 – present

John Molson School of Business, Concordia University

Marketing Communications, Fall 2012 – Winter 2014

John Molson School of Business, Concordia University

Advertising, Fall 2007-Winter 2012

John Molson School of Business, Concordia University

Principles of Marketing, 2005
Rotman School of Management, University of Toronto

SERVICE TO THE UNIVERSITY

Departmental-Level Activities

Program Appraisal Committee (Chair: 2017-19)
Department Personnel Committee (Member: 2017-19)
Tenure-Track and Limited-Time Assistant Hiring Committee (Chair: 2010-2012, 2017-19; Member: 2012-14)
Department Curriculum Committee (Member: 2010-2012, 2018-19)
Communication Committee (Chair: 2011-15; Member: 2016-17)
Part-Time Hiring Committee (Member: 2011-15, 2016-17)
Research Seminar Series/Brown Bag (Co-Chair: 2010-15)
Ethics Committee (Chair: 2011-15)
Open House Committee (Chair: 2010-11; Member: 2011-12)
On-Site Co-Op Work Visits (Member: 2007-08)

Faculty-Level Activities

Advisory Search Committee: Directorship of the IBUS Program (2021)
Advisory Search Committee: Chair of the Supply Chain and Business Technology Management Department (2021, 2020)
Advisory Search Committee: Chair of the Marketing Department (2017)
Advisory Search Committee: Chair of the Finance Department (2017)
Advisory Search Committee: Chair of the Accountancy Department (2012)
Advisory Search Committee: Directorship of the CMA Program (2012)
Advisory Search Committee: Directorship of the KWPM Program (2012)
Advisory Search Committee: EMBA and CA Program Directorships (2011)
Chair, MSc in Administration Defense Committee (2011, 2012, 2018)

University-Level Activities

Work, Workplace and Workforce Working Group (2021-22)
Library Committee, Faculty Representative (2017-20)
AACSB, Faculty Representative (2012, 2017)
UHREC, Disciplinary College (2012-14)
Advisory Search Committee: Dean, School of Graduate Studies (2013)
Advisory Committee: Concordia University Shuffle (2011-13)
Community Campaign Committee (2011-12)

SERVICE TO THE EXTERNAL ACADEMIC COMMUNITY

Academic Reviewer: Journals

Canadian Journal of Administrative Sciences
Journal of Consumer Marketing
Journal of Business Research
Journal of Consumer Research
Journal of Personality and Social Psychology

Academic Reviewer: Conferences

Administrative Sciences Association of Canada
American Marketing Association Summer Conference
Association for Consumer Research Conference
Society for Consumer Psychology Conference

External Assessor: Grants

Social Sciences and Humanities Research Council of Canada, Insight Grant

Academic Memberships

Association for Consumer Research
Society for Consumer Psychology