

Dante M. Pirouz, Ph.D.

2014 Holland Ave. #719
Port Huron, MI 48060
(810) 841-3705
dantepirouz@gmail.com

POSITIONS

Assistant Professor – Fixed Term

Eli Broad College of Business, Michigan State University 2018 - present

Visiting Assistant Professor

Wharton School of Business, University of Pennsylvania July, 2014 - February, 2015

Assistant Professor

Richard Ivey School of Business, Western University 2010 - 2018

EDUCATION

Ph.D. University of California, Irvine - Paul Merage School of Business, Irvine, CA 2010
Consumer Psychology & Cognitive Neuroscience

M.B.A. University of Pennsylvania - Wharton School of Business, Philadelphia, PA 1992

M.A. University of Pennsylvania - Lauder Institute of International Studies, Philadelphia, PA 1992

B.A. University of California, Los Angeles - College of Letters and Science, Los Angeles, CA 1988
Graduated *Cum Laude*

JOURNAL PUBLICATIONS

1. Cross, Samantha N. N., Dante M. Pirouz, and Gail Leizerovici. "Hoarding: Understanding Divergent Acquisition, Consumption, and Disposal," *Journal of the Association for Consumer Research*, 3 no. 1 (2018).
2. Hurst, Charlice, Lauren Simon, Yongsuhk Jung, and Dante M. Pirouz. "Are 'Bad' Employees Happier Under Bad Bosses? Differing Effects of Abusive Supervision on Low and High Primary Psychopathy Employees," *Journal of Business Ethics*, (2017): 1-16.
3. Jeffrey, Jennifer, Jodie Whelan, Dante M. Pirouz, and Anne Snowdon. "Boosting safety behaviour: descriptive norms encourage child booster seat usage amongst low involvement parents," *Accident Analysis & Prevention*, 92 (2016): 184-188.
4. Leonhardt, James M., Jesse R. Catlin, and Dante M. Pirouz. "Is Your Product Facing the Ad's Center? Facing Direction Affects Processing Fluency and Ad Evaluation." *Journal of Advertising* 44, no. 4 (2015): 315-325.

5. Pezzuti, Todd, Dante M. Pirouz, and Cornelia Pechmann. "The effects of advertising models for age-restricted products and self-concept discrepancy on advertising outcomes among young adolescents." *Journal of Consumer Psychology* 25, no. 3 (2015): 519–529.
6. Pirouz, Dante M., Allison R. Johnson, Matthew Thomson, and Raymond Pirouz. "Creating Online Videos That Engage Viewers." *MIT Sloan Management Review* 56, no. 4 (2015): 83-88.
7. Pettigrew, Simone, Laurel Anderson, Wendy Boland, Valérie-Inés de La Ville, Ilaisaane, Marie-Hélène Fosse-Gomez, Marie Kindt, Laura Luukkanen, Ingrid Martin, Lucie K. Ozanne, Dante M. Pirouz, Andy Prothero, Tony Stovall. "The Experience of Risk in Families: Conceptualizations and Implications for Transformative Consumer Research." *Journal of Marketing Management* 30 (2014): 17-18.
8. Martin, Ingrid M., Michael A. Kamins, Dante M. Pirouz, Scott W. Davis, Kelly L. Haws, Ann M. Mirabito, Sayantani Mukherjee, Justine M. Rapp, and Aditi Grover. "On the road to addiction: The facilitative and preventive roles of marketing cues." *Journal of Business Research* 66, no. 8 (2013): 1219-1226.
9. Pechmann, Cornelia, Elizabeth S. Moore, Alan R. Andreasen, Paul M. Connell, Dan Freeman, Meryl P. Gardner, Deborah Heisley, R. Craig Lefebvre, Dante M. Pirouz, and Robin L. Soster. "Navigating the central tensions in research on at-risk consumers: challenges and opportunities." *Journal of Public Policy & Marketing* 30, no. 1 (2011): 23-30.
10. Grover, Aditi, Michael A. Kamins, Ingrid M. Martin, Scott Davis, Kelly Haws, Ann M. Mirabito, Sayantani Mukherjee, Dante M. Pirouz, and Justine Rapp. "From Use to Abuse: When Everyday Consumption Behaviours Morph Into Addictive Consumptive Behaviours." *Journal of Research for Consumers* 19 (2011): 1.

BOOK CHAPTERS AND OTHER PUBLICATIONS

1. Pirouz, Dante M. (2017), "Chapter 12: Social Marketing," in *Consumer Neuroscience* (textbook), ed. Manuel Garcia-Garcia and Moran Cerf, Boston, MA: MIT Press.
2. Litt, Ab, Dante M. Pirouz, and Baba Shiv (2011), "Neuroscience and Addictive Consumption," in *Transformative Consumer Research for Personal and Collective Well Being: Reviews and Frontiers*, ed. David Mick and Cornelia (Connie) Pechmann, London, UK: Taylor & Francis.
3. Pirouz, Dante M. (2010), "Neuroeconomics," in *21st Century Economics: A Reference Handbook*, ed. Rhona Free, Thousand Oaks, CA: Sage Publications.
4. Pirouz, Dante M. (2009), "Book Review of *Neuroeconomics: A Guide to the New Science of Decision Making* by Peter Politser," *Journal of Neuroscience, Psychology and Economics*.
5. Pirouz, Dante M. (2008), "Behavioral Economics," in *Encyclopedia of Social Psychology*, Vol. 1, ed. R. F. Baumeister and Kathleen D. Vohs, Thousand Oaks, CA: Sage Publications, 105-8.

6. Pirouz, Dante M. (2006), "An Overview of Partial Least Squares," in SSRN eLibrary: <http://ssrn.com/paper=1631359>.
7. Pirouz, Dante M. (2004), "The Neuroscience of Consumer Decision-Making," in Munich Personal RePEc Archive: <https://mpra.ub.uni-muenchen.de/2181/>.

REFEREED PROCEEDINGS

1. Pirouz, Dante M., Jennifer Jeffrey and Anne Snowe (2014), "Risk Assessment in Booster Seat Use," at *Association for Consumer Research*, Baltimore, MD.
2. Ingrid Martin, Michael Kamen, and Dante M. Pirouz (2014), "A Theoretical Framework for Behavioral Consumption Addiction," at *Marketing and Public Policy Conference*, Boston, MA.
3. Pirouz, Dante M., Samantha Cross, and Gail Leizerovici (2014), "Cue Reactivity of Hoarding Behavior in Consumers," at *American Marketing Association Winter Conference*, Orlando, FL.
4. Pirouz, Dante M., Jeffrey, Jennifer and Jeff Rotman (2013), "Strategies for Enhancing Booster Seat Usage," at *Association of Consumer Research Conference*, Chicago, IL.
5. Pechmann, Cornelia (Connie), Dante M. Pirouz, and Todd Pezzuti (2013), "Adolescents' Conformity to or Divergence from Ad Models Based on Age: Moderating Effects of Role Transition," at *Society for Consumer Psychology*, San Antonio, TX.
6. Pirouz, Dante M., Allison Johnson, Raymond Pirouz and Matt Thomson (2012), "Exploding the Myth of Viral Videos and the Epic Fail: An Exploration of Why Communications Capture the Market's Imagination," at *Association of Consumer Research Conference*, Vancouver, BC.
7. Leonhardt, Jim, Dante M. Pirouz, Jesse Catlin (2011), "The Inward Effect," at *Association for Consumer Research Conference*, St. Louis, MO.
8. Leonhardt, Jim, Dante M. Pirouz, Jesse Catlin (2011), "The Effect of Inward Orientation on Preference, Fluency and Intent," at *Association for Consumer Research Asia Pacific Conference*, Beijing, China.
9. Leonhardt, Jim, Dante M. Pirouz, Jesse Catlin (2011), "Lateral Orientation Affects Preference, Perceived Usability and Intent to Purchase Via Processing Fluency," at *Society for Consumer Psychology*, Atlanta, GA.
10. Pirouz, Dante M., Cornelia (Connie) Pechmann, and Paul F. Rodriguez (2010), "The Dark Side of Product Attachment: An fMRI Study of Reactivity of Users and Non-Users to Addictive Advertising Cues," at *Association for Consumer Research Conference*, Jacksonville, FL.
11. Pechmann, Cornelia (Connie), Dante M. Pirouz, and Todd Pezzuti (2009), "Age Effects for Adolescents on Identification and Disidentification with Role Models," at *Association of Consumer Research Conference*, Pittsburgh, PA.
12. Pechmann, Cornelia (Connie), Dante M. Pirouz, Todd Pezzuti, Adilson Borges, and Carolina Werle (2009), "Tests of Competing Models of Referent Influence and the Dominant Role of Referent Age," at *Association of Consumer Research Conference*, Pittsburgh, PA.

WORKING PAPERS

Pirouz, Dante M., "The Abstainer's Dilemma," in preparation for submission to *Lancet*.

RESEARCH IN PROGRESS

“Dissociation of Gambling Effects”

- Intended publication: *Journal of Consumer Research*
- Data collection ongoing

“The Effect of Music on Prosocial Financial Behavior”

- Intended publication: *Journal of Consumer Research*
- Data collection ongoing

“Effect of Pharmaceutical Marketing on Medical Students’ Education: A Survey Study”

- Intended publication: *JAMA*
- Data collection ongoing

POSTERS

1. Pirouz, Dante M., Samantha Cross, and Gail Leizerovici (2012), “Cue Reactivity of Hoarding Behavior in Consumers,” at *Association of Consumer Research Conference*, Vancouver, BC.
2. Jeffrey, Jennifer, Dante M. Pirouz and Matt Thomson (2012), “Shame on You! Motivating Consumer Behaviour with Shame Appeals,” at *Association of Consumer Research Conference*, Vancouver, BC.
3. Jeffrey, Jennifer and Dante M. Pirouz (2012), “Strategies for Enhancing Booster Seat Usage,” at *Auto21 Research Conference*, Montreal, QC.
4. Jeffrey, Jennifer, Dante M. Pirouz and Matt Thomson (2012), “Stop Freaking Me Out: The Role of Affect on Efficacy and Framing Interactions,” at *Society of Consumer Psychology Conference*, Las Vegas, NV.
5. Wang, Liangyan and Dante M. Pirouz (2011), “Should Santa Still Wear Red? Investigating the Effects of Color on Impulsive Buying Behavior,” at *Association for Consumer Research Conference*, St. Louis, MO.
6. Pirouz, Dante M. and Liangyan Wang (2011), “Color and Risky Choice” at *Association for Consumer Research Conference*, St. Louis, MO.
7. Pirouz, Dante M. (2011), “The Effect of Color on Risky Choice” at *Association for Consumer Research Asia Pacific Conference*, Beijing, China.
8. Pirouz, Dante M. (2011), “The Effect of Color on Risky Behavior,” at *Academy of Marketing Science World Congress*, Reims, France.
9. Pirouz, Dante M., Cornelia (Connie) Pechmann, and Paul F. Rodriguez (2010), “The Dark Side of Product Attachment: Reactivity of Non-users and Users to Addictive Product Advertising,” at *Addictions 2010 - The New Frontier in Addiction Treatment: Evidence-based Policy and Practice Conference*, Arlington, VA.
10. Pirouz, Dante M., Cornelia (Connie) Pechmann, Paul F. Rodriguez (2010), “The Dark Side of Product Attachment: Reactivity of Non-users and Users to Addictive Product Advertising,” in *Society for Neuroeconomics Annual Conference*, Evanston, IL.
11. Pezzuti, Todd, Cornelia (Connie) Pechmann, Dante M. Pirouz, and Adilson Borges (2010), “Sunglasses, Hierarchy, and Negotiations: Gender Differences in Eye Gaze During Interpersonal Communication,” in *Association of Consumer Research Conference*, Jacksonville, FL.
12. Pirouz, Dante M. (2008), “Culture, Self-Control and Financial Decision-Making,” in *Association of Consumer Research Conference*, San Francisco, CA.

13. Pirouz, Dante M., Cornelia (Connie) Pechmann, Paul F. Rodriguez, and Steven Cramer (2008), "Cue Reactivity to Advertising Imagery: A Pilot fMRI Study," in *UCI Researchfest*, Irvine, CA.
14. Pirouz, Dante M. (2007), "The Subjective Well-Being of Buying: A Grounded Theory Analysis of Habitual Acts of Consumption," in *Association of Consumer Research Conference*, Memphis, TN.
15. Pirouz, Dante M. (2007), "The Cross Cultural Effect of Trust on Subjective-Well Being," in *Association of Consumer Research Conference*, Memphis, TN.
16. Pirouz, Dante M. (2007), "Social Network Analysis of Global Stock Market Volatility," in *Association of International Business Conference*, Indianapolis, IN.

SPECIAL SESSIONS

- "Building a Theory of Consumption Addiction," session chair at *Marketing and Public Policy Conference 2014*, Boston, MA.
- "Consumption Addiction Roundtable," session chair at *Society for Consumer Psychology Conference 2014*, Miami, FL.
- "Consumption Addiction: Part 1 and 2," double session chair at *Marketing and Public Policy Conference 2013*, Washington, DC.
- "Addiction and Consumer Behavior," session chair for roundtable discussion at *Association of Consumer Research Conference 2012*, Vancouver, BC.
- "Researching Consumption Addiction: Developing a Theoretical Framework of Understanding," session chair for roundtable discussion at *AMA Marketing and Public Policy Conference 2012*, Atlanta, GA.
- "Neuroscience, Marketing, and Vulnerable Consumers: Integrative Approaches to Advancing Theory and Social Welfare," session chair for roundtable discussion at *Association of Consumer Research Conference 2010*, Jacksonville, FL.

INVITED TALKS

- Pirouz, Dante M., Samantha Cross, and Gail Leizerovici, "Cue Reactivity of Hoarding Behavior in Consumers," presented to *Queen's University's Conference on Consumer Well-Being*, October, 2013, Kingston, ON.
- Pirouz, Dante M., "Craving Resistance: Reactivity of Product Users and Non-users for an Addictive Product," presented to the *UWO's Brain and Mind Institute*, February, 2013, London, ON.
- Pirouz, Dante M., "Advertising: The Good, The Bad and The Ugly," presented to *UWO Alumni Organization Lunchtime Lecture Series*, March 14, 2012, Toronto, ON.
- Pirouz, Dante M., "Advertising: The Good, The Bad and The Ugly," presented to *UWO's Classroom Without Walls*, December 8, 2011, London, ON.
- Posted on YouTube: <http://www.youtube.com/watch?v=VJq2UHxzGA8>
- Pirouz, Dante M., "A Primer on Decision Neuroscience," presented to *University of Guelph Marketing and Psychology Department*, October 24, 2011, Guelph, ON.
- Pirouz, Dante M., Cornelia (Connie) Pechmann and Paul F. Rodriguez, "Craving Resistance: Reactivity of Product Users and Non-users for an Addictive Product," presented to *Ivey CB Camp*, January 7, 2011, London, ON.
- Pirouz, Dante M., Cornelia (Connie) Pechmann and Paul F. Rodriguez (2010), "The Dark Side of Product Attachment: Reactivity of Non-users and Users to Addictive Product Advertising,"

presented to the *Interdisciplinary Symposium on Decision Neuroscience*, Temple University, Philadelphia, PA.

Pirouz, Dante M., Cornelia (Connie) Pechmann and Paul F. Rodriguez (2009), "The Dark Side of Product Attachment: Reactivity of Addicted Users to Ad Cues," presented to the *INFORMS Annual Meeting*, San Diego, CA.

Pirouz, Dante M. (2007), "Overview of Neuroeconomics and Recent Findings," presented to *Psychology and Capital Markets Workshop*, Irvine, CA.

Pirouz, Dante M., Cornelia (Connie) Pechmann, Paul F. Rodriguez, and Steven Cramer (2006), "Cue Reactivity to Advertising Imagery: A Pilot fMRI Study," presented to *Academy of Marketing Science Conference – Doctoral Student Session*, San Antonio, TX.

Pechmann, Connie and Dante M. Pirouz (2007), "The Dark Side of Attachment: Addiction," presented to *Advertising and Consumer Psychology 2007: New Frontiers in Branding: Attitudes, Attachments, and Relationships*, Santa Monica, CA.

RESEARCH GRANTS

Western SSHRC 4A Reapplication Assistance Grant (\$5,000)	2016
Wharton Research Grant (\$8,000)	2014
Western University Faculty Research Grant (\$5,000)	2014
Western University/Schulich School of Medicine and Dentistry Faculty Support for Research in Education Grant (\$5,000)	2012 - 2013
CHIR Auto21 Research Grant (\$27,400)	2012 - 2013
Ian O. Ichnatowycz Institute for Leadership Cross Enterprise Research Grant (\$8,000) - Joint grant with Charlice Hurst for psychopathy research project	2012 - 2013
Ivey Sustainability Institute Research Grant (\$3,000)	2012
Western SSHRC 4A Reapplication Assistance Grant (\$6,000)	2011

AWARDS

Sheth Foundation/Academy of Marketing Science Conference Travel Award (\$1,000)	2010
UCI Social Impact Dissertation Award – Honorable Mention (\$1,000)	2010
Marketing Science Institute Alden G. Clayton Dissertation Proposal Award (\$5,000)	2010
Society of Consumer Psychology Dissertation Proposal Award (\$1,000)	2010
UC Tobacco-Related Disease Research Program Dissertation Research Award (\$30,500) - Ranked 100 th percentile; Highest rated proposal reviewed - Scientific merit score = 1.48/5.00 (1.00 = outstanding)	2009 - 2010

UCI General Clinical Research Center/National Institutes of Health Research Grant (\$2,600)	2006 - 2010
Sheth Foundation/Academy of Marketing Science Conference Travel Grant (\$1,000)	2009
Sheth Foundation/Association of International Business Travel Grant (\$1,000)	2007
Ethical Dimensions in Business: Perspectives from the Business Academic Community Travel Grant – Notre Dame University (\$1,000)	2006
American Marketing Association Foundation Valuing Diversity Ph.D. Scholarship (\$1,000)	2006
Sheth Foundation/Academy of Marketing Science Conference Travel Grant (\$500)	2006
Marketing and Public Policy Conference: Research in Risk Doctoral Seminar Travel Grant – USC (\$500)	2006
UCI Graduate Division Faculty Mentor Program Fellowship (\$11,000)	2005
Sheth Foundation/Academy of Marketing Science Conference Travel Grant (\$1,000)	2005
Association of American University Women Graduate Fellowship (\$20,000)	1991
Jackie Robinson Foundation Scholar (\$20,000)	1984 - 1988
AFTRA/SAG Scholarship (\$1,500)	1984

ACADEMIC SEMINARS AND CONSORTIA

4 th Transformative Consumer Research (TCR) Conference, Family and Risk Track – Lille, France	June, 2013
Member of NSERC CREATE proposal team	2013
- Training grant for students and post-docs salaries/stipends for \$1.6 million over 6 years for trainees, including undergraduate, graduate students, and Post-Doctoral Fellows	
- Team includes Dr. Steven R. Laviolette, Associate Professor, CIHR New Investigator, Schulich School of Medicine, Susanne Schmid, Dale Laird, Marco Prado and Adrian Owen, Canada Research Chair, Brain and Mind Institute	
3 rd Transformative Consumer Research (TCR) Conference, Addiction Track – Baylor University, TX	June, 2011
Decision Neuroscience Workshop Fellow – University of Michigan, MI	August, 2009
2 nd Transformative Consumer Research (TCR) Conference, Vulnerable Consumers Track – Villanova University, PA	June, 2009
2009 AMA-Sheth Doctoral Consortium Fellow – Georgia State University, GA	June, 2009
Edwards Bayesian Research Conference, Advanced Training Institute - Web Experimental Design Programming Workshop - Cal State Fullerton, CA	January, 2009
Association of International Business Paper Development Workshop – Indianapolis, IN	June, 2007
2 nd Workshop and Doctoral Seminar Research in Risk: Public Policy and Social Dimensions – USC, Los Angeles, CA	June, 2006

Judgment and Decision-Making Preconference – Society for Personality and Social Psychology
Annual Meeting – Palm Springs, CA January, 2006
Massachusetts General Hospital/Massachusetts Institute of Technology/Harvard Medical School
Martinos Center for Biomedical Imaging Visiting Fellow in Functional MRI –
Boston, MA June, 2005

TEACHING

Assistant Professor – Broad College of Business, Michigan State University

Marketing Core (MBA)	2018
- 2 sections	
Consumer Behavior (undergrad)	2018
Retail Management (undergrad)	2019
Marketing Core (undergrad)	2019

Assistant Professor – Ivey School of Business, Western University

Marketing Products and Services (undergrad)	2018
- 2 sections	
Marketing Products and Services (MBA)	2011 - 2017
- Rated 6.1/7	
- 2 sections	
Global Marketing Strategy (Executive Development)	Fall, 2013
- For senior executives from Environment Canada	
Global Marketing Strategy (Executive MBA)	2011, 2012, 2013, & 2016
- Taught joint sessions with Executive Development students from IPADE Business School, Mexico	
- Taught J.D. Irving Company executive training	
Global Marketing Strategy (Executive Development)	Spring, 2011
- KPMG Quantum Shift Fellows Program	

Visiting Assistant Professor – The Wharton School, University of Pennsylvania

Multinational Marketing (MBA and undergrad)	Fall, 2014
- 2 sections	
Marketing Research (undergrad)	Fall, 2014

Lecturer – IPADE Business School, Monterrey and Mexico City, Mexico
Global Marketing (MBA)

June, 2013

Dante M. Pirouz

Lecturer – Merage School of Business, University of California, Irvine

Introduction to Marketing (Undergraduate) Summer, 2009
Developed coursework, syllabus and lectures

Lecturer – University of California, Los Angeles

Business Plan Writing for New Ventures (Extension/Online) 1999
Developed coursework, syllabus and lectures for online course

Lecturer – Wharton School of Business, University of Pennsylvania

Marketing Core (Undergrad) 1992
- Taught weekly discussion class for core marketing course

TEACHING - GRADUATE STUDENT

Student Exam Committee Member

Doctoral oral exam committee for Jodie Whelan, Juan Wang and Gail Leizerovici, Ph.D. students, Ivey School of Business, Western University

Dissertation exam committee member for Jodie Whelan, Ph.D. student, Ivey School of Business, Western University

Dissertation exam committee member for Aimee Huff, Ph.D. student, Ivey School of Business, Western University

Dissertation exam committee member for Mark Lee, Ph.D. student, Ivey School of Business, Western University

Student Dissertation/Thesis Committee Member

Dissertation committee member for Jennifer Jeffrey, Ph.D. student, Ivey School of Business, Western University

Master's thesis examination outside committee member for Danielle Morgan, Masters student, Film and Media Studies, Western University

Dissertation committee member for Gail Leizerovici, Ph.D. student, Ivey School of Business, Western University

Master's thesis examination outside committee member for Joey Paciocco, Masters student, Neuroscience Department, Western University

Dissertation supervisory committee member for Theo Noseworthy, Ph.D. student, Ivey School of Business, Western University

PRESS

1. "Online crime map helps firm target Westmount area with 'peace of mind' flyer campaign," *The London Free Press*, May 25, 2017, <http://www.lfpress.com/2017/05/25/online-crime-map-helps-firm-target-westmount-area-with-peace-of-mind-flyer-campaign>.
2. "Holiday marketing: Brands see dollar signs in emotional, online content," Laura Wright, *CBC News*, December 16, 2015, <http://www.cbc.ca/news/business/online-holiday-marketing-1.3355669>.

3. “Super Bowl ads have softer tone, greater focus on female viewers,” Lauren Pelley, *Toronto Star*, January, 31, 2015, <http://www.thestar.com/sports/football/2015/01/30/super-bowl-ads-have-softer-tone-greater-focus-on-female-viewers.html>.
4. “How Indigo Plans to Become the World’s First ‘Cultural Department Store,’” Carol Toller, *Canadian Business*, December 1, 2014, <http://www.canadianbusiness.com/innovation/indigo-the-first-cultural-department-store/>.
5. “Behavioural Nudges for Patients,” *Pharmaceutical Marketing*, December, 2013.
6. “Credit cards make Christmas merry for Canadians,” Tavia Grant, *The Globe and Mail*, December 23, 2011, <http://www.theglobeandmail.com/report-on-business/economy/credit-cards-make-christmas-merry-for-canadians/article2281693/>.
7. “Practice to resist temptation,” Ellen Van Wageningen, *The Windsor Star*, April 11, 2011, <http://www.windsorstar.com/health/Practice+resist+temptation/4593549/story.html>.
8. “One more reason for those constant cravings,” Susan Krashinsky, *The Globe and Mail*, April 7, 2011, <http://www.theglobeandmail.com/report-on-business/industry-news/marketing/adhocacy/one-more-reason-for-those-constant-cravings/article1975529/singlepage/#articlecontent>.
9. “Pro-family politicians: But what is a modern Canadian family?,” Dana Flavelle, *The Toronto Star*, April 2, 2011, <http://www.thestar.com/business/article/968013--pro-family-politicians-but-what-is-a-modern-canadian-family>.
10. “Mint spends a mint on marketing,” Jessica Murphy, *The London Free Press*, February 23, 2011.
11. “Banking on Sunday hours,” *The London Free Press*, February 8, 2011, <http://www.lfpress.com/news/london/2011/02/07/17188306.html>.
12. “Last-minute shopping tips,” December 24, 2011, [Mike Smyth Show, CKNW Radio 980AM](http://www.cknw.com/mike-smyth-show/2011/12/24/last-minute-shopping-tips).
13. “Last-minute shoppers: Why do they do it?,” Zosia Bielski, *The Globe and Mail*, December 24, 2010, <http://www.theglobeandmail.com/life/holiday/last-minute-shoppers-why-do-they-do-it/article1848546/>.
14. “How long can Disney stay in the princess game?,” Tralee Pearce, *The Globe and Mail*, December 10, 2010, <http://www.theglobeandmail.com/life/family-and-relationships/the-tangled-politics-of-the-disney-princess/article1832006/>.
15. “In Profile: Dante Pirouz,” Nicole Hanbridge, *Western News*, October 28, 2010, http://communications.uwo.ca/com/western_news/profiles/in_profile%3A_dante_pirouz_20101028447029/.

CASE WRITING

1. “Sleepy’s vs. Casper: Bricks and Mortar against the Microbrand,” with Margaret Daragh Held (forthcoming) 2019.
2. “Advocate Marketing at Inluitive: Building The Next Billion Dollar Marketing Category,” with Karam Putros (Ivey), 2016.
3. “Intuit/InnerFocus,” with Ken Mark, 2016.
4. “Microfinancing Peru: Caja Rural Los Andes,” with Anna Carpellota (University of Pennsylvania), 2016.
5. “Beyond Meat,” with Vibu Vimalathanan (Ivey), Ivey Publishing, 9B15A008, 2015, 3 pages.
6. “Johnson and Johnson’s Riperdel,” with Beherah Damercheli (Ivey), Ivey Publishing, 9B15A009, 2015, 4 pages.

7. "Victoria's Secret," with Vibu Vimalathanan (Ivey), Ivey Publishing, 9B15A005, 2015, 6 pages.
8. "ParticipAction in Canada," with Prof. Monica LaBarge (Queens) and Karam Putros (Ivey), Ivey Publishing, 9B15A011, 2015, 6 pages.
9. "Toss and Roll in Jamaica," with Karam Putros (Ivey), Ivey Publishing, 9B15A007, 2015, 9 pages.
10. "Toms Shoes: Selling Out A Vision?," with Meng Sang (University of Pennsylvania), Ivey Publishing, 9B15A006, 2015, 3 pages.
11. "Sony PS4," with Vibu Vimalathanan (Ivey), Ivey Publishing, 9B14A048, 2015, 6 pages.
 - a. Teaching Note, 8B141A048, 3 pages.
12. "Target Canada," with Steven (Sang Kil) Hong (Ivey), Ivey Publishing, 9B14A059, forthcoming 2015, 15 pages.
 - a. Used in Ivey MBA marketing core
 - b. Teaching Note, 8B14A059, 3 pages
13. "Porsche: Harnessing Social Media," with Ken Mark, Ivey Publishing, 9B14A060, 2014, 4 pages.
14. "McKinsey Consulting: Resurrecting Trust after Scandal," with Steven (Sang Kil) Hong (Ivey), Ivey Publishing, 9B14A022, 2014, 5 pages.
15. "The Motor City: Rebuilding Detroit's Image Post Bankruptcy," with Karam Putros (Ivey) and Nithiyaa Pushpanathan (Ivey), Ivey Publishing, 9B14A049, 2014, 8 pages.
 - a. Teaching Note, 8B14A049, 7 pages
16. "Tesla Motors: Financing a Marketing Rollercoaster," with Karam Putros (Ivey), Ivey Publishing, 9B13A050, 2014, 11 pages.
 - a. Used in Ivey MBA marketing core
 - b. Teaching Note, 8B14A034, 4 pages
17. "Lululemon Athletica, Inc.," with Kelly Huang (Arman) (Ivey), Ivey Publishing, 9B14A034, 2014, 4 pages.
 - a. Teaching Note, 8B14A034, 3 pages
18. "Indigo Books," with Kelly Huang (Arman) (Ivey), Ivey Publishing, 9B14A008, 2014, 8 pages.
 - a. Used in Ivey MBA marketing core
 - b. Teaching Note, 8B14A008, 6 pages
19. "Cargill India Pvt. Ltd.," with Chandrasekhar R, Ivey Publishing, 9B13A022, 2013, 14 pages.
 - a. Teaching Note, 8B13A022, 6 pages
 - b. Featured case for the 2015 Ivey/McKinsey MBA Case Competition
20. "A Couple of Squares: Pricing for the Future (A)," with Prof. Raymond Pirouz, Prof. Dina Ribbink, and Emily Bendle, Ivey Publishing, 9B13A004, 2013, 14 pages.
 - a. Used in Ivey MBA marketing core
 - b. Teaching Note, 9B13A005, 4 pages
21. "A Couple of Squares: E-Commerce Opportunities for Growth (B)," with Prof. Raymond Pirouz, Prof. Dina Ribbink, and Emily Bendle, Ivey Publishing, 9B13A005, 2013, 4 pages.
 - a. Used in Ivey MBA marketing core
 - b. "A Couple of Squares (A) and (B)" - DVD
22. "Salesbrain," with Chandrasekhar R, Ivey Publishing, 9B12A005, 2012, 12 pages.
 - a. Teaching Note, 8B12A005, 4 pages
23. "Porsche Cars: Selling Winter Driving," with Ken Mark, Ivey Publishing, 9B11A021, 2011, 22 pages.
 - a. Used in Ivey MBA marketing core

- b. Teaching Note, 8B11A021, 7 pages
- 24. “Sushilicious: New Media Launch,” with Prof. Raymond Pirouz and Ken Mark, Ivey Publishing, 9B11A035, 2011, 19 pages.
 - a. Teaching Note, 8B11A035, 5 pages
- 25. “Campbell’s Soup: Market Research for Label Redesign,” with Chandrasekhar R, Ivey Publishing, 9B11A029, 2011, 14 pages.
 - a. Used in Ivey MBA marketing core
 - b. Teaching Note 8B11A029, 9 pages

PROFESSIONAL ASSOCIATIONS

Academy of Consumer Research
Academy of Marketing Science
American Psychological Association
Association for Psychological Science
American Marketing Association
Beta Gamma Sigma
INFORMS
Society of Consumer Psychology
Society for Neuroeconomics
Society for Personality and Social Psychology
The Ph.D. Project – Marketing Ethnic Faculty Association

ACADEMIC SERVICE

Major Service to the Profession (Ongoing)

Editorial Review Board

Journal of Addiction and Addictive Disorders	2017 - present
Journal of Business Research	2016 - present
Journal of Consumer Marketing	2014 - present

Journal Reviewer

Journal of International Food and Agribusiness Marketing	2017 - present
Journal of Business Research Reviewer	2014 - present
Journal of International Marketing Ad Hoc Reviewer	2008 - present
European Journal of Marketing Reviewer	2014 - present

Conferences

Society for Consumer Psychology Conference Paper Reviewer	2013 - present
Marketing and Public Policy Conference Paper Reviewer	2013 – present

Service to the University

Committee member, EMBA Reimagine – Broad College of Business	2019
Program committee – Broad College of Business, Marketing Group, Masters Programs	2018 - present
Recruiting committee – Broad College of Business, Marketing Group, MKT 317 Recitation Fixed Term Faculty Position	2019 - present
Search committee – Broad College of Business, Associate Dean for Masters and Professional Programs	2019 - present
Faculty Advisor – BMBASA – Broad College of Business, MBA Program	2019 - present
Member of Ivey’s Ian O. Ihnatowycz Institute for Leadership	2012 - 2018
Member of Ivey’s Building Sustainable Value Centre	2012 - 2018
Faculty advisor to Ivey MBA Women in Management (WIM) Club	2014 - 2018
Participate regularly in MBA Open House faculty panel	2014 - 2018
Faculty advisor to Ivey MBA Marketing & Sales Club	2014 - 2018
Judge and faculty case briefer for judges for Ivey MBA case competition	2011 - 2018
- Wrote 3 cases used for the marketing rounds in 2014, 2015 and 2016: Target Canada, Cargill India, Beyond Meat	
Faculty judge for <u>Canada’s Next Top Ad Exec</u> http://www.topadexec.com/home-2/	2014 - 2018
Member of Western University’s Brain and Mind Institute	2011 - 2018
- Featured in photo shoot to promote Western University’s Brain and Mind Institute	

Other Service to the Profession (one time)

Journal Reviewer

Journal of Consumer Psychology Reviewer	2011
Journal of Academy of Marketing Science Reviewer	2012
Journal of Food Product Marketing Reviewer	2012
International Journal of Food & Agribusiness Marketing Reviewer	2012
European Journal of Marketing Reviewer	2011
Journal of Business Research Special Issue Reviewer	2010
NeuroImage Reviewer	2010
MIS Quarterly Reviewer	2009 - 2011
Journal of Applied Marketing Theory Reviewer	2009
Journal of Academy of Marketing Science Reviewer	2007 - 2008
Journal of Behavioral Decision Making Ad Hoc Referee	2004

Conference Leadership

- Roundtable Session Co-chair - “Building a Theory of Consumption Addiction,” at *Marketing and Public Policy Conference 2014*, Boston, MA
- Roundtable Session Chair - “Consumption Addiction Roundtable,” at *Society for Consumer Psychology Conference 2014*, Miami, FL.
- Double Roundtable Session Chair - “Consumption Addiction: Part 1 and 2,” at *Marketing and Public Policy Conference 2013*, Washington, DC.
- Roundtable Session Chair - “Addiction and Consumer Behavior,” at *Association of Consumer Research Conference 2012*, Vancouver, BC.

Roundtable Session Chair - “Researching Consumption Addiction: Developing a Theoretical Framework of Understanding,” at *AMA Marketing and Public Policy Conference 2012*, Atlanta, GA.
Roundtable Session Chair - “Neuroscience, Marketing, and Vulnerable Consumers: Integrative Approaches to Advancing Theory and Social Welfare,” at *Association of Consumer Research Conference 2010*, Jacksonville, FL.

Conferences

Marketing and Public Policy Conference Paper Reviewer	2013 - 2014
Association of Consumer Research Conference Paper Reviewer	2011 - 2014
Association of Consumer Research Asia Pacific Conference Paper Reviewer	2011
American Marketing Association Summer Conference Paper Reviewer	2011
Society of Marketing Advances Conference Advertising and Marketing Communications Track Reviewer	2009
MSI Mind the Gap: New Approaches to Understanding Customer Decision Making – Volunteer Scribe	2009
Association of Consumer Research Conference – Volunteer	2008
American Marketing Academy Foundation Valuing Diversity Award Reviewer	2008 & 2010
Association of International Business Conference Volunteer	2007
Association of Psychological Science RiSE-UP Research Competition Reviewer	2005 & 2007
The Merage School of Business Ph.D. Student Officer Committee Secretary	2005
Association of Consumer Research Conference Volunteer	2005

Service to the University

Founding faculty sponsor for the Ivey LGBT Club (the first club of its kind at a business school in Canada)	2014
Hosted Ivey MBA Women in Management event at my home	2014
Marketing area group brown bag presenter: Research Tips and Tricks	2013
Speaker on Ivey MBA Women in Management Panel	2013
Hosted Ivey Research Series speaker William Hedgcock, University of Iowa	2013
Presentation to Pharma Congress 2013, Toronto, ON, April 10	2013
Hosted Ivey Research Series speaker Uma Karmarkar, Harvard University	2013
First round judge for Canada’s Next Top Ad Exec	2013
Panel participant at Tory Law Firm to pharmaceutical industry executives – Toronto	2012
Presentation to National Black MBA Association – Toronto Chapter	2012
Hosted Ivey Research Series speaker Kathleen Vohs, University of Minnesota	2010
Faculty advisor to Ivey Women’s Network founded by Ivey EMBA’s	2012
Founding member of the Ivey Women’s Research Group (IWRG)	2012
Recorder/facilitator for the Ivey Faculty Retreat	2011 & 2012
Organized the weekly marketing area group brown bag research series	2011 - 2013
Member of the faculty recruiting committee for Ivey marketing faculty positions	2010 & 2011
Participated regularly in MBA Open House faculty panel	2011
Hosted Ivey Research Series speaker Connie Pechmann, UC Irvine	2010
On selection committee for Ivey marketing doctoral students	2010
Represented Ivey at the Ph.D. Project Annual Conference, a doctoral student recruiting fair	2011 & 2013
Organized a two-day Brainvoyager fMRI Software Training Symposium	October, 2011

Dante M. Pirouz

Pirouz, Dante M., “Advertising: The Good, The Bad and The Ugly,” presented to *UWO Alumni Organization Lunchtime Lecture Series*, March 14, 2012, Toronto, ON.

Pirouz, Dante M., “Advertising: The Good, The Bad and The Ugly,” presented to *UWO’s Classroom Without Walls*, December 8, 2011, London, ON.

- Posted on YouTube: <http://www.youtube.com/watch?v=VJq2UHxzGA8>

Research Assistant Supervision

Research assistant supervisor for Western/Ivey Doctoral Students:

- Claire Henderson, Ph.D. student, Ivey School of Business, Western University
- Gail Leizerovici, Ph.D. student, Ivey School of Business, Western University
- Jennifer Jeffrey, Ph.D. student, Ivey School of Business, Western University

Research assistant supervisor for UWO MSc students:

- 2013: Joey Paciocco, MSc in Neuroscience
 - Member of Master’s thesis defense committee 2012
- 2011: Alicia Sikiric and Sherisse McLaughlin
 - Supervised Ivey MSc student Alicia Sikiric’s Master’s thesis 2011

Research assistant supervisor for UWO undergraduates (paid for with Western University Work Study Funds):

- 2013: King Yiu Leung, Hattie Zhou, Annika Wang, Eva Beylin, Andrew Curtis, Jane Rho
- 2012: Samadrita Guinn, Andrew Liu, Jenelle Pragasam, Samantha O’Neil, Sebastian Dys, Jordana Waxman

Research assistant supervisor for UWO psychology/neuroscience Ph.D. students:

- 2013: Ian Holloway
- 2012: Matthew Maxwell Smith

Research assistant supervisor for UC Irvine honors undergraduate Tyler Speier (for Independent Course Credit)

PROFESSIONAL BACKGROUND

R35 Consulting	1997 - 2004
Principal/Chief Financial Officer	San Marino, CA
DIRECTV International	1995 - 1997
New Business Development Manager – Asia	El Segundo, CA
Young & Rubicam Advertising	1992 - 1995
Senior Account Executive - International Accounts	New York, NY
BMW, AG	1991
International Marketing Manager	Munich, Germany
UCLA Office of the Vice Chancellor	1988 – 1990
Manager – Marketing & Outreach for Community Programs	Los Angeles, CA

PROFESSIONAL SKILLS

ACTFL/TOEFEL Rated Superior in German – Fluent in writing, speaking, and comprehension

Member - Michigan Real Estate Investors Association

Member - Rental Property Owners Association

Updated: 2 22 2019