

# REMI TRUDEL

Questrom School of Business  
Boston University  
595 Commonwealth Avenue  
Boston, Massachusetts 02215

Phone: (617) 358 - 3316  
Email: [rtrudel@bu.edu](mailto:rtrudel@bu.edu)

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## ACADEMIC APPOINTMENTS

- 05/2017 – present      Questrom School of Business, Boston University  
Associate Professor of Marketing
- 07/2009 – 05/2017      Questrom School of Business, Boston University  
Assistant Professor of Marketing

## EDUCATION

Ph.D., Marketing - Richard Ivey School of Business, University of Western Ontario, Canada,  
MBA, Simon Fraser University, Canada  
BSc, Simon Fraser University, Canada

## RESEARCH INTERESTS

Consumer welfare, sustainability and disposal decisions, self-regulation, financial decision making, motivation, information processing, judgment and decision-making

## REFEREED JOURNAL ARTICLES

19. Atasoy, Ozgun, Remi Trudel, Theodore Noseworthy, and Patrick Kaufman (Forthcoming), “Tangibility Bias in Investment Risk Judgments,” *Organizational Behavior and Human Decision Processes*
18. Cakanlar, Aylin, Remi Trudel and Kate White (2022), “Political Ideology and the Perceived Impact of Coronavirus Prevention Behaviors for the Self and Others”, *Journal of the Association for Consumer Research*,7(1), <https://doi.org/10.1086/711834>
17. Brough, Aaron R, Grant E. Donnelly, Vladas Griskevicius, Ezra M. Markowitz, Katlin T. Rami, Crystal Reeck, Remi Trudel, Kurt B. Waldman, Karen Page Winterich, Kimberly S. Wolske (2020), “Understanding How Sustainable Initiatives Fail: A Framework to Aid Design of Effective Interventions”, *Social Marketing Quarterly*, 26(4), 309-324  
\* Authorship is alphabetical
16. Trudel, Remi, Jill Klein, Sankar Sen and Niraj Dawar (2020). “Feeling Good by Doing Good: Self-Enhancing through Ethical Consumption,” *Journal of Business Ethics*, 1-11, 39-49  
<https://doi.org/10.1007/s10551-019-04121-y>
15. Trudel, Remi (2019), “Sustainable Consumer Behavior”, *Consumer Psychology Review*, 2(1), 85-96

14. Whitley, Sarah, Remi Trudel and Didem Kurt (2018), "The Influence of Purchase Motivation on Perceived Preference Uniqueness and Assortment Size Preferences", *Journal of Consumer Research*, 45(4), 710-724
13. Reczek, Rebecca, Remi Trudel and Katherine White (2018), "Focusing on the Forest or the Trees: How Abstract versus Concrete Construal Level Predicts Responses to Sustainable Products," *Journal of Environmental Psychology*, 57, 87-98  
\* Equal authorship
12. Sun, Monic and Remi Trudel\* (2017), "The Effect of Recycling versus Trashing on Consumption: Theory and Experimental Evidence" *Journal of Marketing Research*, 54(2), 293-305  
\* Equal authorship
11. Meng, Matthew and Remi Trudel (2017), "Using Emoticons to Encourage Students to Recycle," *Journal of Environmental Education*, 48(3), 196-204
10. Kettle, Keri, Remi Trudel, Simon Blanchard and Gerald Häubl (2016), "Repayment Concentration and Consumer Motivation to Get Out of Debt," *Journal of Consumer Research*, 43(3), 460-477.
9. Trudel, Remi, Jennifer Argo, and Matthew Meng (2016), "The Recycled Self: Consumers' Disposal Decision of Identity-Linked Products," *Journal of Consumer Research*, 43(2), 246-264.
8. Trudel, Remi, Jennifer Argo, and Matthew Meng (2016), "Trash or Recycle, How Product Distortion Leads to Categorization Error During Disposal." *Environment and Behavior*, 48(7), 966-985.
7. Trudel, Remi, Kyle B. Murray, Soyoun Kim, and Shuo Chen (2015), "The Impact of Traffic Light Color-Coding on Food Health Perceptions and Choice." *Journal of Experimental Psychology: Applied*, 21(3), 255-275.
6. Trudel, Remi and Jennifer Argo (2013), "The Effect of Product Size and Form Distortion on Consumer Recycling Behavior," *Journal of Consumer Research*, 40(4), 632-643.
5. Trudel, Remi and Kyle B. Murray (2013), "Self-Regulatory Strength Amplification through Selective Information Processing," *Journal of Consumer Psychology*, 23(1), 61-73.
4. Trudel, Remi, Kyle B. Murray and June Cotte (2012), "Beyond Expectations: The Effect of Regulatory Focus in Consumer Satisfaction," *International Journal of Research in Marketing*, 29(March), 93-97.
3. Noseworthy, Theodore, and Remi Trudel (2011), "Looks Interesting, but What Does It Do? Evaluation of Incongruent Product Form Depends on Positioning," *Journal of Marketing Research*, 48(6), 1008-1019.
2. Trudel, Remi and Kyle B. Murray (2011), "Why Didn't I Think of That? Self-Regulation through Selective Information Processing," *Journal of Marketing Research*, 48(4), 701-712.
1. Trudel, Remi and June Cotte (2009), "Does It Pay to Be Good" *MIT/Sloan Management Review*, 50(winter), 61-68.

## **NON-REFEREED ARTICLES AND BOOK CHAPTERS**

7. Whitley, Sarah, Remi Trudel and Didem Kurt (2018), "How Many Versions of a Product Do Consumers Really Want?" *Harvard Business Review (HBR.org)* <https://hbr.org/2018/06/how-many-versions-of-a-product-do-consumers-really-want>

6. Alvarez, Claudio and Remi Trudel (2018), “Branding Consumer Well-Being and Motivating Prosocial Consumption,” *Brand Touch Points*, Aparna Sundar (ed), Nova Science Publishing, 209-228
5. Trudel, Remi (2016, December 27), “Research: The Best Strategy for Paying Off Credit”, *Harvard Business Review (HBR.org)* <https://hbr.org/2016/12/research-the-best-strategy-for-paying-off-credit-card-debt>
4. Trudel, Remi (2016, October 7), “The Behavioral Economics of Recycling”, *Harvard Business Review (HBR.org)* <https://hbr.org/2016/10/the-behavioral-economics-of-recycling>
3. Sekhon, Tejvir, Barb Bickart, Remi Trudel, and Susan Fournier (2015), “Being a Likeable Braggart: How Consumers Use Brand Mentions for Self-Presentation on Social Media”, *Consumer Psychology in a Social Media World*, Dimofte, Haugtvedt, and Yalch (eds.). Armonk, NY: ME Sharpe
2. Trudel, Remi and June Cotte (2008, May 18), “Does being ethical pay?” *Wall Street Journal* <http://www.wsj.com/articles/SB121018735490274425>
1. Cotte, June and Remi Trudel (2009), “Socially Conscious Consumerism: A Systematic Review of the Body of Knowledge,” Network for Business Sustainability. [http://www.nbs.net/Docs/NBS\\_Consumerism\\_2009.pdf](http://www.nbs.net/Docs/NBS_Consumerism_2009.pdf)

## **ARTICLES IN THE REVIEW PROCESS**

- Tari, Anna and Remi Trudel, “The Value of Closing the Loop: How Disposal in a Circular Economy Influences Product Valuation”, *Journal of Marketing* - in preparation for resubmission
- Meng, Matthew D. and Remi Trudel, “Framing Everyday Behaviors as Addictions Can Undermine Perceived Control,” *Journal of Consumer Psychology* - in preparation for 2<sup>nd</sup> round review
- Tari, Anna, Chiara Longoni, and Remi Trudel “Transparent Green Practices Boost Perceptions of Price Fairness”, *Journal of Consumer Psychology* - in preparation for 2<sup>nd</sup> round review
- Lee, Jaewoo and Remi Trudel, “Man Up! The Mental Wellness-Feminine Stereotype and Its Effect on the Pursuit of Mental Wellness Products” Under 1<sup>st</sup> round review at the *Journal of Marketing*
- Trudel, Remi, Sarah Whitley, and Weston Baxter, “The Effect of Incidental Emotions on Disposal Behavior”, in preparation for submission to the *Journal of Consumer Research*
- Whitley, Sarah and Remi Trudel, “The Influence of Competing Social Signals in Retail Environments” in preparation for submission to the *Journal of Consumer Research*
- Blanchard, Simon and Remi Trudel, “Windfall Moments: Framing Tax Refunds to Increase Debt Repayments among Indebted Consumers” *Journal of Public Policy and Marketing* - in preparation for 2<sup>nd</sup> round review

## **SELECTED WORKING PAPERS**

- Chen, Tianqi, Remi Trudel and Daniella Kupor “Ingredient Quantity Alters Perceived Healthiness”
- Kupor, Daniella, Tianqi Chen, Remi Trudel, and Steve Sloman “The Effect of Quantity Cues on Product Perceptions and Preferences”
- Trudel, Remi, Simon Blanchard, and Keri Kettle “How Categorizing Exceptional and Ordinary Expenditures Influence Debt Repayment Behavior”

Nam, Jimin, Stefanie Tignor, and Remi Trudel, “The Moral Nature of Dependent Consumption”

Alvarez Martinez, Claudio, Remi Trudel and Susan Fournier, “When Brand Meaning Gets Personal: Understanding the Prevalence and Antecedents of Brand Idiosyncrasy”

Trudel, Remi and Simon Blanchard. “Framing of Life Insurance to Increase Engagement”

## **PUBLISHED CASES AND TEACHING MATERIALS**

Trudel, Remi and June Cotte (2009), “Habitat for Humanity: The Challenge of Growth”, Ivey Publishing, Richard Ivey School of Business, University of Western Ontario, Case # 9B09A007, <http://cases.ivey.uwo.ca/cases/pages/home.aspx>

Trudel, Remi and June Cotte (2009), “Terra Bite Lounge: Pay What You Want Café”, Ivey Publishing, Richard Ivey School of Business, University of Western Ontario, Case # 9B09A013, <http://cases.ivey.uwo.ca/cases/pages/home.aspx>

## **AWARDS AND HONORS**

Deans Research Scholar, Questrom School of Business, 2019-present

Broderick Prize for Outstanding Faculty Contribution to the Doctoral Community and Program, Questrom School of Business, 2016

Broderick Prize for Excellence in Research Scholarship, Questrom School of Business, 2012

Fellow, AMA Sheth Doctoral Consortium, Arizona State University, 2007

## **CONFERENCE PRESENTATIONS (LAST 5 YEARS)**

### **2021**

Kupor, Daniella, Tianqi Chen and Remi Trudel, “The effect of quantity cues on product perceptions and preferences” Competitive paper, 2021 Association for Consumer Research Conference, Seattle, WA.

Tari, Anna and Remi Trudel, “Closing the Loop” in a special session titled *Becoming Better Consumers: Decision-Making in Sustainable and Ethical Marketing*, 2021 Association for Consumer Research Conference, Seattle, WA

### **2020**

Longoni, Chiara, Anna Tari, and Remi Trudel, “Transparent Green Practices Boost Perceptions of Price Fairness”, Special Session, 2020 Association for Consumer Research Conference, Paris, France.

Tari, Anna and Remi Trudel, “Circular Disposal Increases the Value of Products More than Linear Disposal”, Competitive paper, 2020 Association for Consumer Research Conference, Paris, France.

Trudel, Remi, “Shedding Light on the Invisibles: Extending Consumer Theories, Methods, and Insights to Include Financially Vulnerable”, Panel discussant, 2020 Association for Consumer Research Conference, Paris, France.

Whitely, Sarah, Remi Trudel and Weston Baxter, “The Environmental Consequences of People’s Moods: Positive Moods and Disposal Behavior” Competitive paper, 2020 Association for Consumer Research Conference, Paris, France.

## **2019**

Tari, Anna and Remi Trudel, “The Ex-Ante Disposal Effect”, 2019 Behavioural Insights into Business for Social Good Conference, Vancouver BC

Meng, Matthew D. and Remi Trudel, “Framing Everyday Behaviors as Addictions Can Undermine Perceived Control,” SCP Summer Boutique Conference on Addiction and Maladaptive Behaviors, Seattle WA

Trudel, Remi, “Circular Strategy Effects on Consumer Behavior”, 2019 Triennial Choice Symposium, Chesapeake Bay MD

Tari, Anna, Chiara Longoni, and Remi Trudel “Green Sharing Is Caring: Transparent Green Practices Boost Perceptions of Price Fairness” 2019 Marketing and Public Policy Conference, Washington DC

## **2018**

Atasoy, Ozgun, Remi Trudel, Theodore Noseworthy, and Patrick Kaufman, “The Tangibility Bias” 2018 JDM Winter Symposium, Snowbird Utah

Trudel, Remi, Sarah Whitley, and Weston Baxter, “The Effect of Incidental Emotions on Disposal Behavior”, 2018 Society for Consumer Psychology, Dallas Texas

## **2017**

Tignor, Stefanie and Remi Trudel “I Am What You Eat”: Parents’ Morality is Inferred from the Products they Choose for their Children,” Competitive paper, 2017 Association for Consumer Research Conference, San Diego, CA.

Ksendzova, Masha and Remi Trudel, “My Donation is More Helpful if I Benefit”: Personal Gains Signal Impact of Prosocial Spending” Competitive paper, 2017 Association for Consumer Research Conference, San Diego, CA.

Whitley, Sarah and Remi Trudel, “The Influence of Purchase Motivation on Assortment Size Preferences” Competitive paper, 2017 Association for Consumer Research Conference, San Diego, CA.

## **2016**

Whitley, Sarah and Remi Trudel, “The Effect of Product Availability on Choice in Different Display Environments”, Working Paper, 2016 Society for Consumer Psychology; St. Petersburg, Florida USA

Meng, Matthew and Remi Trudel, “Influence of Addiction Warnings on the Consumption of Everyday Products and Actions”, Working Paper, 2016 Society for Consumer Psychology; St. Petersburg, Florida USA

Rotman, Jeff, Gail Leizerovici, June Cotte and Remi Trudel, “Reacting to Moral Marketplace Claims; Consumer Moral Skepticism”, 2016 Society for Consumer Psychology; St. Petersburg, Florida USA

Ksendzova, Masha, Grant Donnelly, and Remi Trudel, (2016, November). “Payment made personal: How using cash shapes consumers’ feelings of helpfulness”, Competitive paper, 38<sup>th</sup> Annual Meeting for Society for Judgment and Decision-Making, Boston, MA.

Ksendzova, Masha, Grant Donnelly, and Remi Trudel, (2016, October). “The prosocial glow of cash: How payment method affects customers’ perceptions of helpfulness”. Competitive paper, 2016 Association for Consumer Research Conference, Berlin, Germany.

Ksendzova, Masha and Remi Trudel (2016, November). "Altruism without responsibility: When a dollar feels more helpful if given indirectly", working paper, 38th Annual Meeting for Society for Judgment and Decision-Making, Boston, MA.

## **INVITED PRESENTATIONS**

"Affording Disposal Control: Consumer Valuation of Circular Economy Products", March 30, 2022, School of Business and Economics, Vrije Universiteit Amsterdam

"The Value of Circular Disposal" April 6, 2021, Pamplin College of Business, Virginia Tech

"Framing Everyday Behaviors as Addictions Can Undermine Perceived Control," August 20, 2019, Dhillon Center for Business Ethics, University of British Columbia

"Understanding How Variance in Spending Motivates Consumers to Increase Credit Card Repayments", April 25, 2019, Sauder School of Business, University of British Columbia

"Labeling Debts as Ordinary or Exceptional to Increase Consumer Debt Repayments" January 17, 2019, Northeastern University, Boston MA

"The Psychology of Sustainable Consumer Behavior: How to Empower Environmentally Significant Behavior." October 2018, SPC Advance, Boston MA

"Biases in Disposal Behavior: The Psychology Driving Recycling Behavior," October 2017, SPC Advance, Pittsburgh, PA.

"The Tangibility Bias", June 2017, Workshop on the Future of Ownership. Vienna University of Economics and Business, Vienna Austria

"The Recycled Self", January 2017, Symposium on Alienation and Meaning in Production and Consumption, Technische Universität München, Munich Germany

"The Recycled Self: Consumers' Disposal Decisions of Identity-Linked Products," April 2017, Voya Financial Colloquium. UCONN School of Business

"Consumer Disposal Decisions", October 20, 2016, Fisher College of Business, The Ohio State University.

"The Psychology of Sustainable Decision Making" April 2015, Isenberg School of Management, UMass Amherst

"The Role of Self-Identity in Disposal Decisions." Jan. 2015, Marketing Research Camp - Fisher College of Business, The Ohio State University.

"Consumer Disposal Decision Making" May 2014, Kelley School of Business, Indiana University.

"Biases in Disposal Behavior: The Psychology Driving Recycling Behavior "Consumer Disposal Decisions" March 2014, Marketing, Business Economics and Law, Alberta Business School, University of Alberta, Edmonton Alberta, Canada

“The Psychology of Sustainable Decision Making” April 2014, College of Management and Economics, University of Guelph.

“The Effect of Product Size and Form Distortion on Consumer Recycling Behavior,” 2013 Boston University Marketing Research Camp, Boston MA, USA

“PhD to Professor: Current Trends, Hiring, & Interviewing in the Marketing Field”, SIG Doc invited panel member, 2013 AMA Summer Marketing Educators’ Conference, Boston Massachusetts, USA

“Helping Consumers Get Out of Debt Faster: How Debt Repayment Strategies Affect Motivation to Repay Debt,” 2012 University of Miami Marketing Research Camp, Miami FL, USA

“Information Processing and Regulatory Resource Enhancement,” 2011 Ivey Business School Speaker Series, London Ontario, CAN

“Transformative System-Level Innovation for Food and Diet Motivation/Nutrition Balance Project,” 2011 McGill World Platform for Health and Economic Convergence: The Brain and Food: Diet, Nutrition and Obesity; Montreal, Quebec, Canada

“Free Will, Behavioral Economics & Marketing for a Better World”, 2011 SMG Honors Program Speaker Series, Boston University, Boston Massachusetts, USA

“PhD to Professor: Current Trends, Hiring, & Interviewing in the Marketing Field”, SIG Doc invited panel member, 2010 AMA Summer Marketing Educators’ Conference, Boston Massachusetts, USA

“Why Didn’t I Think Of That: Self-Regulation through Selective Information Processing”, 2010 University of Alberta Speaker Series, Edmonton Alberta, CAN

“Socially Conscious Consumerism: A Systematic Review of the Literature,” 2008 Knowledge Forum on Socially Conscious Consumerism, Toronto Ontario, CAN

“Self-Regulation through Adaptive Information Processing,” University of Melbourne, Melbourne, Australia, September 2008

“Self-Regulation through Adaptive Information Processing,” HÉC Montréal, Montréal Québec, CAN, September 2008

“Self-Regulation through Adaptive Information Processing,” Colorado State University, Fort Collins Colorado, USA, September 2008

“Self-Regulation through Adaptive Information Processing,” Boston University, Boston Massachusetts, USA, September 2008

“Self-Regulation through Adaptive Information Processing,” University of Connecticut, Storrs Connecticut, USA, September 2008

“Self-Regulation through Adaptive Information Processing,” Queen’s University, Kingston Ontario, CAN, October 2008

“Self-Regulation through Adaptive Information Processing,” Florida State University, Tallahassee Florida, USA, October 2008

“Self-Regulation through Adaptive Information Processing,” McGill University, Montréal Québec, CAN, October 2008

“The Effect of Regulatory Focus on Consumer Satisfaction,” 2007 Southern Ontario Behavioral Decision Research Conference; London Ontario, CAN

## **CONFERENCE ACTIVITIES**

### Conference Chair

2021 Marketing and Public Policy Conference, Washington DC

### Conference co-organizer:

2018 Preconference on Digitized Behavior at BDRM Boston MA

2016 Preconference on Debiasing at the Society of Judgment and Decision Making. Questrom School of Business, Boston, MA

2013 Boston University Marketing Research Camp, Boston Massachusetts

### Track chair at the following conferences

2020 Association for Consumer Research, Paris France

2020 Society for Consumer Psychology Conference, Huntington Beach California

2019 Society for Consumer Psychology Conference, Savannah Georgia

2017 Society for Consumer Psychology Conference, San Francisco, California

### Invited Faculty participant at the following doctoral consortiums:

2019 Society for consumer Psychology Conference, Savannah Georgia

2018 Society for Consumer Psychology Conference, Dallas Texas

2017 Association for Consumer Research, San Diego, California

2014 Society for Consumer Psychology Conference, Miami, Florida

## **RESEARCH GRANTS**

2014 – Marketing Science Institute - “Understanding Brand Mentions on Social Media and Their Impact on Brand Perceptions” Co-Investigator (\$7800)

2013 – Transformative for Consumer Research - “The Role of Self-Identity in Recycling Behavior” Principle investigator (\$600)

2011 - Social Sciences and Humanities Research Council of Canada - “Processing Form and Function in Advertising Contexts,” Co-Investigator, 2011-2014, (\$70,462)

2007 - Social Sciences and Humanities Research Council of Canada - “Self-Regulation in Consumer Goals, Motives, and Decisions,” Co-Investigator, 2007-2010, (\$66,000)

## **NEWS AND MEDIA**

April 2020, “Online investment tools see a boost amid economic uncertainty” *Adweek*

April 2020. “Fintechs circle as Visa readies interchange rate increases” *Forbes*



January 20, 2017. "Time is not on Your Side When It Comes to credit debt." *New York Times*

March 25, 2015. "The weird reason why people recycle flat but not crumpled paper." *The Washington Post*

September 27, 2013. "How recycling bias affects what you toss where." *National Public Radio (NPR)*

September 3, 2013. "We probably won't recycle shredded paper." *Scientific American*

August 29, 2013. "Research unlocks recycling habits?" *Edmonton Journal* – Picked up by *Canada.com*

August 28, 2013. "Why don't we recycle more?" *CBC Radio* – Radio Canada International

August 22, 2012 "People are less likely to recycle stuff that's crumpled, cut apart, or deformed". *The Atlantic*

August 20, 2012. "Landfill Nation: Why some products are less likely to make it to the recycling bin". *Science 2.0*

May 12, 2008. "Does Being Ethical Pay?" Video - Business Insights in the *Wall Street Journal*

January 14, 2008. "The Corporation Gets a Heart." *Business News Network (BNN)*

May 12, 2008. "Does Being Ethical Pay?" *Wall Street Journal Business Insights*

January 21, 2008. "Ethics adds to bottom line." *London Free Press*

January 28, 2008. "Lush looks to clean up," *National Post*

January 12, 2008. "Shoppers willing to pay more for ethical products, study shows," *Canadian Press* (reprinted on CBC News, CBC.ca, Canoe.ca, The Brandon Sun, Canada East)

January 14, 2008. "Ethical behaviour rewarded by consumers," *Hamilton Spectator*

February 20, 2008, "Baseball, Steroids, and Business Ethics: How Breaches of Trust Can Change the Game," *Knowledge@Wharton*

May 12, 2008. "Are You Willing To Pay More For Ethically Produced Products?" *Wall Street Journal*

## **TEACHING EXPERIENCE**

### **University Graduate**

MK914      Consumer Behavior Seminar I - PhD  
 School of Management, Boston University

MK849      Debiasing Decision Making - MBA  
 School of Management, Boston University

### **University Undergraduate**

MK323      Marketing Management  
 School of Management, Boston University

BUS 4411    Retail Marketing Management  
 Ivey Business School, University of Western Ontario

MOS 320    Principles of Marketing  
 Management and Organizational Studies, University of Western Ontario

## SERVICE TO THE SCHOOL OF MANAGEMENT

2011, 2012,	Marketing faculty recruiting committee member
2011,13,15,16	Marketing speaker series coordinator
2012	Branding initiatives task force
2012	Marketing PhD recruiting committee head
2012	Marketing faculty recruiting committee member
2012	INFORMS Marketing Science program committee
2012 –2015	Marketing PhD Liaison

## PROFESSIONAL SERVICE

2014-2016	Advisory panel for the Society of Consumer Psychology (SCP)
2011 –	Network for Business Sustainability Area Editor

## EDITORIAL REVIEW BOARD POSITIONS

*Journal of Public Policy and Marketing*

## REVIEWING

Ad hoc reviewer, *Journal of Marketing Research*  
Ad hoc reviewer, *Journal of Consumer Research*  
Ad hoc reviewer, *Journal of Consumer Psychology*  
Ad hoc reviewer, *Journal of Experimental Psychology: Applied*  
Ad hoc reviewer, *Journal of Experimental Social Psychology*  
Ad hoc reviewer, *International Journal of Research in Marketing*  
Ad hoc reviewer, *Journal of Retailing*

## DOCTORAL STUDENTS

<b>Student</b>	<b>Program</b>	<b>Affiliation</b>	<b>Grad Year</b>	<b>Supervisor (Committee)</b>	<b>Placement</b>
Theodore Noseworthy	Marketing - PhD	U of Western Ontario	2012	Cotte (Trudel)	York University
Claudio Alvarez Martinez	Marketing - PhD	Boston University	2015	Fournier (Trudel)	Baylor University
Tejvir Sekhon	Marketing - PhD	Boston University	2016	Bickart (Trudel)	Western Washington University
Ozgun Atasoy	Marketing - PhD	Boston University	2016	Morewedge (Trudel)	University of Basel (PD)
Matthew Meng	Marketing - PhD	Boston University	2017	Trudel	Utah State University

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Sarah Whitley	Marketing - PhD	Boston University	2018	Trudel	Oklahoma State University
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