

JOHN W. PRACEJUS PH.D.  
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**Education:**

Ph.D. in Marketing - University of Florida, Gainesville, Florida - August 1998  
 M.S. in Communications - University of Illinois –Urbana, IL - May 1993  
 B.S in Business - Miami University, Oxford, OH - Dec. 1989  
 B.S. in Communications - Miami University, Oxford, OH - Dec 1988

**Academic Positions Held**

**2004-Present** Associate Professor, Department of Marketing, Business Economics and Law,  
 University of Alberta  
**1998-2004** Assistant Professor, Department of Marketing, Business Economics and Law,  
 University of Alberta

**Graduate Teaching Experience**

*Consumer Information Processing (Ph.D.)*  
*Judgment and Decision Making (Ph.D.)*  
*Brand Strategy (MBA)*  
*Marketing Communications (MBA)*  
*Retailing (MBA)*

**Undergraduate Teaching Experience**

*Consumer Behavior*  
*International Advertising*  
*International Marketing*  
*Introduction to Marketing*  
*Marketing Communications*

**Graduate Student Committees:**

Student	Degree (*expected)	Year
Alex Soldat	Ph.D. – Psychology -University of Alberta	2003
Sean Moore	Ph.D. – Psychology -University of Alberta	2003
Peter J. Lee	Ph.D. – Psychology -University of Alberta	2004
Rafi Chowdhury	Ph.D. – Marketing -University of Alberta	2006
Martin Chun Qui	Ph.D. – Marketing -University of Alberta	2007
Natalina Zlatevska	Ph.D. – Marketing -University of Sydney	2008
Murat Usta	Ph.D. – Marketing -University of Alberta	2009
Lan Jiang	Ph.D. – Marketing –U. of British Columbia	2010
Monica Popa	Ph.D. – Marketing -University of Alberta	2010
Keri Kettle	Ph.D. – Marketing -University of Alberta	2011
Neil Brigdon	Ph.D. – Marketing -University of Alberta	2013
Kristen Smirnov (Supervisor)	Ph.D. – Marketing -University of Alberta	2013
Utku Akkoc	Ph.D. – Marketing -University of Alberta	2014*
Ding (Allen) Tian	Ph.D. – Marketing -University of Alberta	2014*

## **Research:**

### **Journals:**

Pracejus, John W., Thomas C. O'Guinn and G. Douglas Olsen (2013) "When White Space Is More than 'Burning Money': Economic Signaling Meets Visual Commercial Rhetoric" International Journal of Research in Marketing, 30, 3, 211–218

Olsen, G. Douglas, John W. Pracejus and Thomas C. O'Guinn (2012) "Print Advertising: White space" Journal of Business Research , 65, 855-860

Chowdhury, Rafi M. M. I., G. Douglas Olsen, and John W. Pracejus (2011) "How Many Pictures Should Your Print Ad Have?" Journal of Business Research, 64, 1, 3-6 (Lead Article)

Chowdhury, Rafi M. M. I., G. Douglas Olsen, and John W. Pracejus (2008) "Affective Responses to Images in Print Advertising: Affect Integration in a Simultaneous Presentation Context" Journal of Advertising, 37, 3, 7-18 (Lead Article)

Popkowski Leszczyc, Peter T. L., John W. Pracejus and Michael Shen (2008) "Why More Can be Less: An Inference-Based Explanation for Hyper-Subadditivity in Bundle Valuation" Organizational Behavior and Human Decision Processes 105, 233-246

Pracejus, John W., G. Douglas Olsen and Thomas C. O'Guinn (2006) "How Nothing Became Something: White Space, Rhetoric, History and Meaning" The Journal of Consumer Research. 33, 1, 82-90

Olsen, G. Douglas, and John W. Pracejus (2004) "Integration of Positive and Negative Affective Stimuli" The Journal of Consumer Psychology, 14, 4, 374-384.

Pracejus, John W., G. Douglas Olsen and Norman R. Brown (2004) "On the Prevalence and Impact of Vague Quantifiers in Cause Related Marketing" The Journal of Advertising, 32, 4, 19-28.

Pracejus, John W. and G. Douglas Olsen (2004) "The Role of Brand/Cause Fit in the Effectiveness of Cause-Related Marketing Campaigns" The Journal of Business Research, 57, 6, 635-640.

Olsen, G. Douglas, John W. Pracejus and Norman R. Brown (2003) "When Profit Equals Price: Consumer Confusion about Donation Amounts in Cause-Related Marketing" The Journal of Public Policy and Marketing, 22, 2, 170-180.

Pham, Michel Tuan, Joel B. Cohen, John W. Pracejus and G. David Hughes (2001) "Affect-Monitoring and the Primacy of Feelings in Judgment" The Journal of Consumer Research, 28, 2, 167-188 (Lead article)

### **Book Chapters:**

Pracejus, John W., (2004) "Seven Psychological Mechanisms through which Sponsorship can Influence Consumers" in Sports Marketing and the Psychology of Marketing Communications Lynn R. Kahle and Chris Riley eds., Lawrence Erlbaum Associates, Inc., 175-190

### **Academic Conference Presentations:**

Smirnov. Kristen and John Pracejus (2013) "Does Mark Twain write better online product reviews than Samuel Clemens? Exploring the impact of persistent pseudonym, full identity disclosure (FID) and anonymity on participation, effort and review quality." International Research Seminar in Marketing Communications and Consumer Behavior, Aix-en-Provence, France, June

Smirnov. Kristen and John Pracejus (2013) "Full Names, Pseudonyms, and Anonymity: Online Consumer Identity and Willingness to Participate" Advertising and Consumer Psychology Conference, San Diego CA, June

Pracejus, John W., Thomas C. O'Guinn and G. Douglas Olsen (2010) "When White Space Is More than Burning Money: Economic Signalling Meets Visual Commercial Rhetoric" Association for Consumer Research Conference, Jacksonville FL, October

Smirnov. Kristen and John Pracejus (2010) "Empathy Drivers in the Uncanny Valley" Association for Consumer Research Conference, Jacksonville FL, October

Popa, Monica, and John W. Pracejus (2009) "Not Just Fairness: Understanding Consumers' Intentions to Buy Fair-Trade Products" Association for Consumer Research Conference, Pittsburgh, PA, October

Chowdhury, Rafi M. M. I., G. Douglas Olsen, and John W. Pracejus (2009) "How Many Pictures Should Your Print Ad Have?" International Research Seminar in Marketing Communications and Consumer Behavior, Aix-en-Provence, France, June

Pracejus, John W., Rafi M. M. I. Chowdhury and G. Douglas Olsen, and (2008) "Affective Responses to Images in Print Advertising: Affect Integration in a Simultaneous Presentation Context" Association for Consumer Research Conference, Sao Paulo Brazil, August

Pracejus, John W., Peter T. L. Popkowski Leszczyc and Michael Shen (2007) "How Less Can Be More: Hyper-Subadditivity in Bundle Valuation" INFORMS Marketing Science Conference, Singapore, June

Popkowski Leszczyc, Peter T. L., John W. Pracejus and Michael Shen (2004) "Paying less for more: Hyper-subadditivity in consumer evaluation of product bundles" Society for Judgment and Decision Making Conference, Minneapolis Minnesota, November

Olsen, G. Douglas and John W. Pracejus (2004) "Mixed Emotions: Impact of Positive and Negative Emotional Content in Advertising". Association for Consumer Research Conference, Portland Oregon, October

Chowdhury Rafi M, G. Douglas Olsen, John W. Pracejus and Moira Mireault (2004) "Integration of Same and Oppositely Valenced Affective Stimuli under Simultaneous Presentation Conditions". Association for Consumer Research Conference, Portland Oregon, October

Popkowski Leszczyc, Peter T. L., John W. Pracejus and Michael Shen (2004) "Paying less for more: Hyper-subadditivity in consumer evaluation of product bundles" INFORMS Marketing Science Conference, Rotterdam, Netherlands, June

Pracejus, John W. and G. Douglas Olsen (2004) "Integration of positive and negative affective stimuli" European Marketing Academy Conference, Murcia, Spain, May

Pracejus, John W., and Norman R Brown (2003) "Numeric Courage: Mortality Rates Overshadow Risk Salience and Framing." The Society for Judgment and Decision Making Conference, Vancouver British Columbia, November

Pracejus, John W. (2003) "The Impact of Sponsor/Event Fit on Irish and American Consumer Perceptions" The Association for Consumer Research European Conference, Dublin, Ireland, June

Pracejus, John W. and G. Douglas Olsen (2003) "On the Prevalence and Impact of Vague Quantifiers in Cause Related Marketing Campaigns" International Research Seminar in Marketing Communications and Consumer Behavior, Aix-en-Provence, France, June

## **Other Activities**

Special Session Chair at The Association for Consumer Research European Conference, Barcelona, Spain, July 2013

Co-chair Consumer Behavior Track at the European Marketing Academy Conference, Ljubljana Slovenia Summer 2011

Co-chair Consumer Behavior Track at the European Marketing Academy Conference, Copenhagen Denmark Summer 2010

Program Committee Association for Consumer Research Conference, Pittsburg, PA, October 2009

Special Topics Session Chair: Where's My Bailout? A New Look at Factors Affecting Consumer Fairness Perceptions in the Age of Vengeful Populism Association for Consumer Research Conference, Pittsburg, PA, October 2009

Faculty Representative, European Marketing Academy Doctoral Colloquium, Milan, Italy, May 2005

Special Topics Session Chair: "Emergent moderators of affective response in consumer behavior". Association for Consumer Research Conference, Portland Oregon, October 2004

Special Topics Session Chair: "Visuals are Information: How Meaning is Transferred to Consumers through Executional Elements in Advertising" Association for Consumer Research Conference, Atlanta GA, October 2002

Special Topics Session Chair: "Consumer Understanding of Prices and Profits" Association for Consumer Research Conference, Atlanta GA, October 2002

Special Topics Session Chair: "The Role of 'Fit' in Cause Related Marketing." The Association for Consumer Research European Conference, Berlin, Germany, June 2001

Special Topics Session Chair: "Fit, Similarity and Congruity: An Exploration of Overlap in 'A likeness' Constructs." The Association for Consumer Research European Conference, Paris France, June 1999

### **Invited Talks:**

Arizona State University  
Bilkent University, Turkey  
Bond University, Australia  
Carnegie Mellon University  
Dansk Sponsorkonference, Denmark  
Erasmus University, Netherlands  
Ghent University, Belgium  
Grenoble Ecole de Management, France  
Hong Kong U. of Science and Technology  
IEG Sponsorship Conference, Chicago  
KU Leuven, Belgium  
MITACS Conference on Viticulture, Canada  
Monash University, Australia

Nova de Lisboa University, Portugal  
Sandage Symposium, Champaign Illinois  
SUNY Buffalo  
Tilburg University, Netherlands  
University of Florida  
University of Illinois  
University of Mons, Belgium  
University Pompeu Fabra, Spain  
University of South Carolina  
University of South Florida  
University of Technology Sydney, Australia  
University of Wisconsin  
Wageningen University, Netherlands

### **Work in Progress:**

"Measuring the impact of emotions on choice" (with Joffre Swait)

“Affective order effects: when do good feelings inoculate against subsequent bad feelings?”  
(with Rafi Chowdhury and Natalina Zlatevska)

“Contrasting moral licensing with the foot-in-the-door effect” (with Gert Cornelissen)

"The Effects of Anonymity on Consumers' Online Behaviors" (with Kristen Smirnov)

“The impact of being Real Names™ verified on product ratings, review length and perceived helpfulness of reviews on Amazon.com” (with Kristen Smirnov)

“Empathy, Guilt, and Distributive Justice: understanding consumers' intentions to buy fair trade products” (with Monica Popa)

### **Grants:**

SSHRC Standard Operating Grant \$74,000 (2010-2013)

Retail Council of Canada Seed Grant, \$8,000, (2010-2011)

Retail Council of Canada Seed Grant, \$8,000, (2009-2010)

Retail Council of Canada Seed Grant, \$8,000, (2008-2009)

Killam Cornerstone Grant, \$3,000, (2008-2009)

SAS Grant, \$1,800, (2008-2009)

SSHRC INE Research Alliance “Harnessing the web interaction cycle for Canadian competitiveness” Lead investigator on 2 out of 11 sub-projects. Total grant value of \$865,750 over three years (2003-2006)

### **Professional Service:**

International Journal of Research in Marketing – Editorial Review Board

Journal of Advertising – ad hoc reviewer

Journal of Business Research – ad hoc reviewer

Journal of Consumer Psychology – ad hoc reviewer

Journal of Consumer Research – ad hoc reviewer

Journal of Marketing – ad hoc reviewer

Journal of Marketing Research– ad hoc reviewer

Journal of Public Policy and Marketing – ad hoc reviewer

Journal of Retailing – ad hoc reviewer

Management Science– ad hoc reviewer

### **Current Committees:**

#### School of Business:

Assurance of Learning Committee (for AACSB Reaccreditation).

#### University of Alberta:

Research Ethics Board 2 (Human participants, non-medical experiments and surveys)