January 2019

# KYLE B. MURRAY

Vice Dean & Professor of Marketing

Alberta School of Business, University of Alberta
Edmonton, Alberta, Canada T6G 2R6
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## EDUCATION

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|---|---|
| Ph.D. | Marketing and Psychology, 2004<br>School of Business and Department of Psychology<br>University of Alberta, Edmonton, Alberta, Canada |
| B.Sc. | Psychology, 1994<br>Faculty of Science, Department of Psychology<br>University of Alberta, Edmonton, Alberta, Canada |

## APPOINTMENTS

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|---|---|
| 2017 – | Vice Dean, Alberta School of Business<br>University of Alberta, Edmonton, Alberta, Canada |
| 2013 – | Professor, Alberta School of Business<br>University of Alberta, Edmonton, Alberta, Canada |
| 2015 – | Professor, Monash Business School<br>Fractional Appointment, Monash University, Melbourne, Australia |
| 2008 – 2017 | Director of the School of Retailing, Alberta School of Business<br>University of Alberta, Edmonton, Alberta, Canada |
| 2013 | Visiting Professor, Monash Business School<br>Monash University, Melbourne, Australia |
| 2008 – 2013 | Associate Professor, Alberta School of Business<br>University of Alberta, Edmonton, Alberta, Canada |
| 2012 | Visiting Professor, School of Retailing and Services Management<br>Dublin Institute of Technology, Dublin, Ireland |
| 2008 – 2010 | Adjunct Professor, Richard Ivey School of Business<br>Western University, London, Ontario, Canada |
| 2007 | Visiting Professor, INSEAD<br>Fontainebleau, France |

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| 2004 – 2008 | Assistant Professor, Richard Ivey School of Business<br>Western University, London, Ontario, Canada |
| 1994 – 1999 | Investment Advisor, Private Client Wealth Management<br>Edmonton, Alberta, Canada |

## BOOKS

Babin, B. J., Harris, E. G., & Murray, K. B. *CB: Consumer Behavior.* 1st (2014) and 2nd (2017) Canadian Editions. Toronto, ON: Nelson.

Murray, K. B. (2013). *The Retail Value Proposition: Crafting Unique Experiences at Compelling Prices*. Toronto, ON: University of Toronto Rotman Press; and the U.S. Edition (2016), *The American Retail Value Proposition: Crafting Unique Experiences at Compelling Prices*. Toronto, ON: University of Toronto Rotman Press.

## JOURNAL ARTICLES

Noseworthy, T., Murray, K. B., & Di Muro, F. (2018). When two wrongs make a right: Using conjunctive enablers to enhance evaluations for extremely incongruent new products. *Journal of Consumer Research*, 44(6), 1379-1396.

Bellman, S. & Murray, K. B. (2018). Feedback, task performance, and interface preferences. *European Journal of Information Systems*, 27(6), 654-669.

Thomas, D., Olsen, D., & Murray, K. B. (2018). Evaluations of a sequence of affective events presented simultaneously: An investigation of the peak-end rule. *European Journal of Marketing*, 52(3/4), 866-881.

Trudel, R., Murray, K. B., Kim, S., & Chen, S. (2015). The impact of traffic light color-coding on food health perceptions and choice. *Journal of Experimental Psychology: Applied*, 21(3), 255-275.

Godek, J., Murray, K. B., & Karns, G. (2015). The effect of tuition increases on marketing student decisions. *Journal of Education for Business*, 90(5), 255-259.

Noseworthy, T., Di Muro, F. & Murray, K. B. (2014). The role of arousal in congruity-based evaluation. *Journal of Consumer Research,* 41 (4), 1108-1126.

Trudel, R. & Murray, K. B. (2013). Self-regulatory strength amplification through selective information processing. *Journal of Consumer Psychology,* 23 (1), 61-73.

Di Muro, F. & Murray, K. B. (2012). An arousal regulation explanation of mood effects on consumer choice. *Journal of Consumer Research*, 39 (3), 574-584.

Godek, J. & Murray, K. B. (2012). The effect of spikes in the price of gasoline on behavioral intentions: A mental accounting explanation. *Journal of Behavioral Decision Making*, 25 (3), 295–302.

Trudel, R., Murray, K. B. & Cotte, J. (2012). Beyond expectations: The effect of regulatory focus on consumer satisfaction. *International Journal of Research in*

*Marketing*, 29 (1), 93- 97.

Murray, K. B. & Häubl, G. (2012). Why dominant companies are vulnerable. *MIT Sloan Management Review*, 53 (2), 12-14.

Murray, K. B. & Häubl, G. (2011). Freedom of choice, ease of use, and the formation of interface preferences. *MIS Quarterly*, 35(4), 955-976.

Trudel, R. & Murray, K. B. (2011). Why didn't I think of that? Self-regulation through selective information processing. *Journal of Marketing Research*, 48 (4), 701-712.

Fisher, R. J., Gregoire, Y. & Murray, K. B. (2011). The limited effects of power on satisfaction with joint consumption decisions. *Journal of Consumer Psychology*, 21, 277- 289.

Murray, K. B. & Bellman, S. (2011). Productive play time: How consumers optimize hedonic experiences. *Journal of the Academy of Marketing Science*, 39 (3), 376-391.

Murray, K. B., Di Muro, F., Finn, A., & Popkowski Leszczyc, P. (2010). The effect of weather on consumer spending. *Journal of Retailing and Consumer Services*, 17(6), 512-520.

Murray, K. B., Liang, J., & Häubl, G. (2010). ACT 2.0: The next generation of assistive consumer technology. *Internet Research*, 20(3), 232-254.

Murray, K. B. & Brown, N. R. (2009). A feature-based inference model of numerical estimation: The split seed effect. *Acta Psychologica*, 131, 221-234.

Murray, K. B., & Häubl, G. (2009). Personalization without interrogation: Towards more effective interactions between consumers and feature-based recommendation agents. *Journal of Interactive Marketing*, 23 (2), 138-146.

Godek, J. & Murray, K. B. (2008). Willingness to pay for advice: The role of rational and experiential processing. *Organizational Behavior and Human Decision Processes*, 106 (1), 77-87.

Murray, K. B., & Häubl, G. (2007). Explaining cognitive lock-in: The role of skill based habits of use in consumer choice. *Journal of Consumer Research*, 34(1), 77-88.

Häubl, G., & Murray, K. B. (2006). Double agents: Assessing the role of electronic product recommendation systems. *MIT Sloan Management Review*, 47(3), 8-12.

Murray, K. B., & Häubl, G., (2003). A human capital perspective of skill acquisition and interface lock-in. *Communications of the Association for Computing Machinery*, 46(12), 272-278.

Häubl, G., & Murray, K. B. (2003). Preference construction and persistence in digital marketplaces: The role of electronic recommendation agents. *Journal of Consumer Psychology*, 13(1), 75-91.

## Book Chapters & Proceedings

Murray, K. B., & Häubl, G. (2008). Interactive consumer decision aids. In Wierenga, B. (Ed), *Handbook of marketing decision models* (pp. 55-77)*. New York, NY: Springer Science + Business Media.*

Murray, K. B., & Habulin, C. M. (2007). A community facilitation model for e-government: A case study in monitoring water quality. In Hakim, L (Ed), *Global e-government: Theory, applications and benchmarking* (pp. 114-126). Hersey, PA: Idea Group. Reprinted in *Electronic Government: Concepts, Methodologies, Tools and Applications* (2008), Anttiroiko, (Ed.), (pp. 307-317). Hershey, PA: IGI Global.

Murray, K. B. (2005). Experiencing quality: The impact of practice on customers' preference for and perceptions of electronic interfaces. In Krishnamurthy, S. (Ed.), *Contemporary research in e-marketing* (pp. 130-148) *Volume 1*. Hersey, PA: Idea Group. Reprinted in *Electronic Commerce: Concepts, Methodologies, Tools and Applications* (2008), Becker, A. (Ed.). Hershey, PA: IGI Global.

Murray, K. B., & Häubl, G. (2005). Processes of preference construction in agent-assisted online shopping. In C. Haugtvedt, K. Machleit, & R. Yalch (Eds.), *Online consumer psychology: Understanding and influencing behavior in the virtual world* (pp. 265-286). Mahwah, NJ: Erlbaum.

Häubl, G., Dellaert, B. G. C., Murray, K. B., & Trifts, V. (2004). Buyer behavior in personalized shopping environments: Insights from the institute for online consumer studies. In C. Karat, J. Karat, & J. Blom (Eds.), *Designing personalized user experiences in e-commerce* (pp. 207-230). New York, NY: Kluwer.

Häubl, G., Murray, K. B., & Trifts, V. (2003). Personalized product presentation: The influence of electronic recommendation agents on consumer choice. In Rangaswamy, A.& Pal, N. (Eds.), *The power of one – Leverage value from personalization technologies* (pp. 144-163). Victoria, BC: Trafford.

Murray, K. B. & Häubl, G. (2002). The fiction of no friction: A user skills approach to cognitive lock-in. In Broniarczyk, S.M. & Nakamoto, K. (Eds.), *Advances in Consumer Research XXIX* (pp. 11-18). Valdosta, GA: Association for Consumer Research.

Häubl, G. & Murray, K. B. (2001). Recommending or persuading? The impact of a shopping agent's algorithm on consumer behavior. In Wellman, M. & Shoham Y., *Proceedings of the ACM Conference on Electronic Commerce (EC'01)* (pp. 163-170). New York, NY: Association for Computing Machinery.

## TRADE PUBLICATIONS

Murray, K. B. & Thomas, D. (2018). Managing the highs and lows of data overload, *TheConversation.com*, June.

Murray, K. B. (2017). Enabling innovation: Lessons from Crystal Pepsi, *TheConversation.com* and *Folio.ca*, October.

Murray, K. B. (2016-17). Marketing Matters Column. *Alberta Venture*, 15 articles available

online at: http://kylemurray.com/columns.html

Murray, K. B. (2016). Connecting students to the retail industry. *Canadian Retailer*, Fall.

Murray, K. B. (2016). Building a brand to recruit on campus. *Canadian Retailer*, Spring.

Murray, K. B. (2012). Trends in North American Retail. *The Edition, Dublin Institute of Technology*, November 10th.

Murray, K. B. (2012). Selling to the senses: Changing your customers' sensory experience can boost sales. *Profitguide.com*, October 15th.

Murray, K. B. (2011). The importance of retail environments. *Commerce News*, Nov 7th.

Murray, K. B. & Buczek, J. (2011). The myth that more is better: How too much choice is hurting consumer satisfaction and corporate profitability. *Leger Marketing White Paper*, Montreal, QC.

Murray, K. B. and Vandenbosch, M. (2011). Relevant by Design. *Enterprise Loyalty in Practice*, Spring.

Murray, K. B. and Sullivan, J. (2010). What about the shareholders? *Enterprise Loyalty in Practice*, Fall.

Murray, K. B. (2010). Letting go: If you love your customers, set them free. *Colloquy*, April 30th.

McCollum, A. & Murray, K. B. (2009). Cautious optimism growing among Canadian retailers. *National Post,* August 4th.

Murray, K. B. (2009). Automakers aren't playing games. *National Post,* January 27.

Murray, K. B. (2008). Old habits die easy. *National Post, FP Executive*, November 25.

Murray, K. B. (2008). Small equals big potential: The value of personal service. *National Post*, October 28.

Murray, K. B. (2006). Free stuff and loyal dogs. *National Post,* November 11.

Murray, K. B. (2006). Neuro-Marketing: A peek inside your mind. *National Post, Marketing*, August 18.

Murray, K. B. (2003). Why online buyers don’t shop around. *National Post*, July 28.

Murray, K. B. (2003). A match made in cyberspace. *National Post*, June 23.

Murray, K. B. (2003). Pricing outside the box. *National Post*, May 20

## INVITED TALKS, CONFERENCES, & SYMPOSIA

*Invited Talk,* Business School, Deakin University, Melbourne, Australia, 2019.

*International Colloquium on Design, Branding and Marketing*, Hasselt, Belgium, 2018.

*Invited Talk,* University of Alberta Alumni, Hong Kong, 2018.

*Invited Talk,* Richard Ivey School of Business, Western University, London, Ontario, 2018.

*Invited Talk,* Business School, Monash University, Melbourne, Australia, 2018.

*Keynote, Alberta Veterinary Association* Annual Conference, Edmonton, Alberta. 2018.

*Invited Talk,* Université de Lille, Lille, France, 2018.

*Invited Talk,* Faculty of Business and Economics, University of Melbourne, Australia, 2017.

*Keynote, Advertising and Marketing Week, Morning Masters Series*, Toronto, 2017.

*Retail Thought Leadership Conference*, Edmonton, Alberta, 2017.

*Keynote, Retail Summit*, Prague, Czech Republic, 2016.

*Invited Talk,* Business School, Monash University, Melbourne, Australia, 2016.

*Retail Thought Leadership Conference Panel*, Edmonton, Alberta, 2015.

*Invited Talk,* School of Business, Monash University, Melbourne, Australia, 2015.

*South Edmonton Business Association Luncheon Panel*, Edmonton, Alberta, 2014.

*Keynote, Edmonton Business Revitalization Zones' Main Street Seminar*, Edmonton, Alberta, 2014.

*Keynote*, *Canadian Association of Chain Drug Stores National Conference*, Vancouver, British Columbia, 2014.

*Invited Talk*, College of Management & Economics, University of Guelph, Ontario, 2013.

*Invited Talk*, Rotman School of Business, University of Toronto, Toronto, Ontario, 2013.

*Invited Talk,* School of Business, Monash University, Melbourne, Australia, 2013.

*Invited Talk*, University of Technology Sydney, Centre for the Study of Choice, 2013.

*Invited Talk*, Faculty of Business and Economics, University of Melbourne, Australia, 2013.

*Innovative Leaders Reception*, Toronto, Ontario, 2013.

*Keynote, Eric Geddes Lecture Series*, Edmonton, Alberta*,* 2013.

*Invited Talk*, J.E. Cairnes School of Business and Economics, National University of Ireland, Galway, Ireland, 2012.

*Invited Talk*, Dublin Institute of Technology, School of Retailing, Dublin, Ireland, 2012.

*Invited Talk*, University College of Dublin, Smurfit School of Business, Dublin, Ireland, 2012.

*Invited Talk,* Arthur Ryan Retail Centre, Dublin Institute of Technology, Dublin, Ireland, 2012.

*Webinar, The Mark News Online Panel with Bryan Pearson*, 2012.

*Competition Bureau of Canada Symposium on Online Fraud*, Edmonton, Alberta, 2012.

*Transformative Innovation for Healthy-Living: A Focus on Healthy Eating*, McGill University, Montreal, Quebec, Canada, 2011.

*Global Youth Assembly 2011*, Edmonton, Alberta, 2011.

*Keynote*, *Hardlines Conference*, Toronto, Ontario, 2010.

*The European Institute for Retailing and Services Studies (EIRASS) Conference on Recent Advances in Retailing and Services Science*, Istanbul, Turkey, 2010.

*Keynote, Alberta Treasury Branch Leadership Team Training Symposium*, Edmonton, 2010.

*Leger Marketing Symposium*, Toronto, Ontario, 2010.

*AWE (Alberta Women Entrepreneurs) Inspiring Conference*, Edmonton, 2010. *Keynote,*

*Canadian Natural Health Retailer Live Conference*, Calgary, Alberta, 2009. *Invited talk,*

Newcastle University Business School, Newcastle upon Tyne, UK, 2009.

*The European Institute for Retailing and Services Studies (EIRASS) Conference on Recent Advances in Retailing and Services Science*, Niagara Falls, Canada, 2009.

*Keynote*, *Hardlines Conference*, Toronto, Ontario, 2009.

*Social Sciences and Humanities Research Council of Canada 30th Anniversary Celebration,* University of Alberta, Edmonton, Alberta, 2008.

*Annual Southern Ontario Behavioral Decision Research Conference*, Wilfred Laurier University, Waterloo, Ontario, 2008.

*Royal Bank of Canada Retail Symposium*, Edmonton, Alberta, 2009.

*Keynote*, *Hardlines Conference*, Toronto, Ontario, 2008. *Keynote, Eric Geddes Lecture*,

*Edmonton, Alberta,* 2008. *Keynote, Eric Geddes Lecture*, *Calgary*, *Alberta,* 2008.

*Invited talk,* Schulich School of Business, York University*, 2007.*

*Mid-Northwestern Consumer Behavior Winter Carnival and Research Camp,* Ivey Business School, Western University, London, Ontario, 2007.

*Symposium on e-Retailing and Service,* Edmonton, Alberta, 2006*. Association for*

*Consumer Research's Conference,* Orlando, Florida, 2006.

*Invited talk,* Warrington College of Business Administration, University of Florida, Gainesville, Florida, USA, 2006.

*Marketing Science Conference,* Pittsburgh, Pennsylvania, USA, *2006*. *Workshop on Advances in Marketing Decision Models,* Athens, Greece, 2006*.*

*Symposium on eRetailing and Service,* McMaster University, Hamilton, Ontario, 2005.

*Southern Ontario Behavioral Decision Research Conference,* Rotman School of Management, University of Toronto, Toronto, Ontario, 2006.

*Society for Judgment and Decision Making Annual Meeting,* Toronto, Ontario, 2005.

*Society for Consumer Psychology Conference,* St. Pete Beach, Florida, 2005.

*Southern Ontario Behavioral Decision Research Conference*, University of Waterloo, 2005.

*Invited talk,* Sauder School of Business, University of British Columbia, 2004.

*Invited talk,* Owen Graduate School of Management, Vanderbilt University, 2004.

*Invited talk,* Smeal College of Business, Pennsylvania State University, 2004.

*Invited talk,* Joseph L. Rotman School of Management, University of Toronto, 2004.

*Invited talk,* Richard Ivey School of Business, University of Western Ontario, 2004.

*Invited talk,* Schulich School of Business, York University, 2004.

*Invited talk,* John Molson School of Business, Concordia University, 2004.

*Association for Consumer Research's Conference*, Portland, Oregon, 2004.

*University of Alberta's Distinguished Scholars' Retreat, Edmonton, Alberta,* 2004.

*Society for Consumer Psychology Conference,* New Orleans, Louisiana, USA, 2003.

*Society for Competitive Intelligent Professionals*, Edmonton Chapter, Edmonton, 2003.

*Association for Consumer Research's Conference,* Atlanta, Georgia, USA, 2002.

*Joseph R. Royce Research Conference,* Edmonton, Alberta, 2002

*University of Alberta's Business Research Conference 2002,* Edmonton, Alberta, 2002.

*Fordham University Pricing Conference,* New York, New York, USA, 2001.

*Marketing Science Conference,* Wiesbaden, Germany, 2001.

*Association for Consumer Research Conference,* Austin, Texas, USA,2001.

*Society for Consumer Psychology Conference,* Scottsdale, Arizona, USA, 2001.

*Association for Consumer Research's 2000 Conference,* Salt Lake City, Utah, USA, 2000.

*INFORMS Conference Marketing Science and the Internet,* LA, California, USA, 2000.

*University of Alberta Graduate Students' Association's Media Symposium,* Edmonton, Alberta, 2000.

## GRANTS

2015-2020 Social Sciences and Humanities Research Council of Canada (SSHRC) Insight Grant ($137,700). "Cognitive lock-in to emerging technologies: efficiency, efficacy and emotion."

2005-2009 Social Sciences and Humanities Research Council of Canada (SSHRC) Standard Grant ($76,130). "Modifying habits: New product adoptions in markets with established patterns of consumption."

2006-2008 Academic Development Fund, New Research and Scholarly Initiative Award, Major Grant ($60,205), University of Western Ontario. "Behavioral Lab and Research Participant Pool Development," with June Cotte, Ivey Business School.

2002-2006 Initiative on the New Economy (INE) Research Alliance Grant, Social Sciences and Humanities Research Council of Canada ($865,000), "Harnessing the Web-Interaction Cycle for Canadian Competitiveness," (collaborator), with principal investigator Paul Messinger, University of Alberta, and 13 other researchers.

2003-2005 Teradata Center for Customer Relationship Management Research Seed Grant ($3000), Duke University, Fuqua School of Business. "Skill-based habits of use and consumer choice," with Gerald Häubl, University of Alberta.

## HONOURS & AWARDS

2018-2020 McCalla Professorship, University of Alberta

2016-2017 Killam Professorship, University of Alberta

2015 Profiled by Discovery Science as one of Canada's "Research Stars"

2015 The Mackenzie Teaching Award of Excellence, presented by the Business Students' Association, University of Alberta, School of Business

2012-2015 Winspear Senior Faculty Fellowship, University of Alberta, School of Business

2012-2013 Petro-Canada Young Innovator Research Award, University of Alberta

2011 Best Paper Award for the Marketing Division of Administrative Sciences Association of Canada (ASAC) Conference 2011 in Montreal

2010 Recognized as one of Edmonton's "Top 40 Under 40" by Avenue Magazine

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| 2008 | Dean's Commendation for Teaching, Richard Ivey School of Business, University of Western Ontario |
| 2007 | Research Merit Award, Richard Ivey School of Business, University of Western Ontario |
| 2006-2008 | Teaching Honour Roll, University Students' Council, Richard Ivey School of Business, University of Western Ontario |
| 2006-2008 | F.W.P. Jones Faculty Research Fellowship, Richard Ivey School of Business, University of Western Ontario |
| 2002-2004 | Doctoral Fellowship, Social Sciences and Humanities Research Council of Canada |
| 2003 | Andrew Stewart Memorial Research Award, University of Alberta 2003 Dissertation Fellowship, University of Alberta |
| 2003 | Graduate Student Teaching Award, University of Alberta |
| 2002 | MBA Professor of the Year (Nominee), University of Alberta |
| 2002 | Walter H Johns Graduate Fellowship, Research Award, University of Alberta |
| 2002 | W.R. Runquist Research Award for best psychology graduate student paper, 16th Annual Joseph R. Royce Research Conference, University of Alberta |
| 2001 | Province of Alberta Graduate Fellowship |
| 2001 | AMA-Sheth Doctoral Consortium Fellow, University of Miami |
| 1999-2003 | Ph.D. Fellowship, University of Alberta, School of Business |
| 1994 | Dean's List, Faculty of Science, University of Alberta |

## COURSES TAUGHT

*Most Recent:*

Marketing, Executive MBA (Alberta), Fall 2018

*Previously Taught:*

*Undergraduate.* Retail and Channel Management (Alberta); Retail Marketing Management (Ivey); Marketing Management (Ivey); Electronic Marketing (Alberta)

*Graduate.* Retail Marketing Management (Alberta MBA); Marketing Management (Alberta EMBA, MBA); Data Driven Marketing (Ivey MBA); Retail Marketing Management (Ivey MBA); Foundations of Marketing (INSEAD MBA, France); Consumer Behaviour Seminar (Ivey PhD); Using and Managing Communications Networks (Alberta MA); Introduction to Electronic Commerce (Alberta MA); Electronic Marketing (Alberta MBA)

*Executive Education.* Retail Essentials Program (Alberta); Safeway Retail Managers Program (Alberta); CFO Leadership Program (CPA); Royal Canadian Mounted Police Program (Alberta); Senior & Executive Managers' Development Program (Alberta); Management Development Program (Alberta); Management Essentials Program (Alberta); Business in Dentistry Program (Alberta); KPMG Quantum Shift Program for Entrepreneurs (Ivey)

## CASES & TEACHING MATERIALS

Murray, K. B., Goode, M. and Di Muro, F. (2009). Strategic planning at Apple Inc. *Ivey Business School Case and Teaching Note; Harvard Business School Case and Teaching Note.*

Murray, K. B. and Chan, J. (2008). Customization at BMW. *Ivey Business School Case; Harvard Business School Case and Teaching Note.*

Murray, K. B. and Moffat, M. (2008). Conroy's Acura: Customer lifetime value and return on marketing. *Ivey Business School Case, Excel Spreadsheet and Teaching Note; Harvard Business School Case and Teaching Note.*

Murray, K. B. & Chandrasekhar, R. (2008). Personal shoppers at Sears: The Elf initiative. *Ivey Business School Case and Teaching Note; Harvard Business School Case and Teaching Note.*

Murray, K. B. and Mark, K. (2007). Indigo Books & Music Inc.: Optimizing its loyalty program. *Ivey Business School Case, Excel Spreadsheet, and DVD*; *Harvard Business School Case and Teaching Note.*

Murray, K. B. and Mark, K. (2007). Sunripe Marketplace: A private label strategy. *Ivey Business School Case, DVD and Teaching Note*; *Harvard Business School Case and Teaching Note.*

Murray, K. B. & Liang, J. (2007). SMART co-operative marketing. *Ivey Business School Case and Teaching Note*.

Murray, K. B. & Girard, P. (2006). Merchandising at the Forzani Group Ltd. *Ivey Business School Case*.

Murray, K. B. & Chandrasekhar, R. (2006). The Home Depot Canada: Renovating strategy. *Ivey Business School Case and Teaching Note.*

Murray, K. B. & Chandrasekhar, R. (2006). The Home Depot Canada: EcoOptions. *Ivey Business School Case and Teaching Note.*

Murray, K. B. & Mark, K. (2006). OQOQO: Socially conscious fashion. *Ivey Business School Case, DVD and Teaching Note. A featured case at the Aspen Institute's CasePlace.org*

Pearce, M.P., Murray, K. B. & Morrison, K. (2006). Note on the retail value proposition. *Ivey Business School Technical Note.*

Pearce, M.P., Murray, K. B. & Morrison, K. (2006). Note on retail formats. *Ivey Business School Technical Note.*

Murray, K. B. & Mark, K. (2005). Jill's Table: Set to serve. *Ivey Business School Case, DVD and Teaching Note; Harvard Business School Case and Teaching Note.*

## DOCTORAL DISSERTATION COMMITTEES

Saurabh Rawal (Committee Member, Marketing, Alberta, expected graduation 2021)
Shou Chen (Supervisor, Marketing, Alberta, expected graduation 2020)
KB Koo (Committee Member, Marketing, Alberta, expected graduation 2020)
Nahid Ibrahim (Committee Member, Marketing, Alberta, expected graduation 2020)
Katherine Lafreniere (Committee Member, Marketing, Alberta, now at the University of Lethbridge)

Soyoung Kim (Co- Supervisor, Marketing, Alberta, 2018; now at PACE University)
Qian Deng (Committee Member, Marketing, Alberta, 2018; now at University of PEI)
Ding Tian (Committee Member, Marketing, Alberta 2015; now at Shanghai University of Finance and Economics)
Christopher R. Madan (Committee Member, Psychology, Alberta, 2014: now at University of Nottingham)
Fabrizio Di Muro (Supervisor, Marketing, Ivey, 2010: now at the University of Winnipeg)
Jianping Liang (Supervisor, Marketing, Ivey, 2009: now at Sun Yat-sen University)
Remi Trudel (Co- Supervisor, Marketing, Ivey, 2009: now at Boston University)
Michael Conyette (External Examiner, Newcastle University, 2009; at Okanagan College)
Eric Dolansky (Co- Supervisor, Marketing, Ivey, 2008: now at Brock University)
Tanya Mark (Committee member, Marketing, Ivey, 2007: now at the University of Guelph)
Veronika Papyrina (Committee member, Marketing, Ivey, 2007: at San Francisco State)

## ACADEMIC & COMMUNITY SERVICE

*Current*

**Vice Dean**, University of Alberta School of Business (2017—present)

- Reporting to the Dean, the Vice-Dean is responsible for providing leadership and overseeing the day to day functioning of the School, including approximately 400 full and part-time employees.
- The Vice Dean is responsible for strategic planning, budgeting and financial management, human resources, information technology, facilities management and administrative oversight.

Member, University of Alberta, Learning Technologies Advisory Committee (2017—present)

Member, Editorial Review Board, *Journal of the Academy of Marketing Science* (2013—present)

*Ad hoc reviewer for:* Journal of Consumer Research, Journal of Consumer Psychology, Journal of Marketing Research, Journal of Marketing, European Journal of Marketing, MIS Quarterly, Journal of Applied Social Psychology, Association for Consumer Research's Conference, Society for Consumer Psychology's Conference, SSHRC's standard grant program.

Regular contributor on marketing, consumer behaviour, retailing and electronic commerce to local, national and international media (web, print, television and radio).

*Past*

Director, School of Retailing, University of Alberta School of Business (2008-2017), responsible for:

- Fundraising (2008-13 School of Retailing campaign raised over $10 million)
- Management of Student Consulting Group and Applied Research Services
- Development of retail programs at the undergraduate (major and minor), MBA, PhD, post-doctoral, and executive education level
- Oversight of undergrad and MBA programs in real estate & urban economics
- More than 25 academic-industry partnerships with retail firms
- Research facilitation (faculty research grants and PhD student support)

Monthly Columnist for *Alberta Venture Magazine*, 2016 & 2017.

Member, Strategic Management and Organization Recruiting Committee, Alberta School of Business (2015 - 2016)

Member, Alberta School of Business Research Awards Committee (2014 - 2016)

Member, 2016 Program Committee for the 15th Biennial Behavioral Decision Research in Management, Rotman School of Management, University of Toronto.

External Examiner, Bachelor of Science in Retail and Services Management, Dublin Institute of Technology, Dublin, Ireland (2013 – 2015)

Member, Advisory Board, Leger Marketing (2008 – 2015)

Member, Advisory Board, LoyaltyOne / Colloquy (2009 –2014)

Edmonton Opera Board Member (2008-2013); Board Chair (2011-12)

Program Committee Member, Society for Consumer Psychology's 2012 Conference, Las Vegas, Nevada.

Faculty Representative, Alberta School of Business Dean's Selection Committee (2011)

Member, Selection Committee for the Colloquy Loyalty Awards (2010 & 2011)

Member, University of Alberta, School of Business Strategy Committee (2010-2011)

Advisor to Industry Canada and the Retail Council of Canada (RCC) on the first Canadian State of Retail Report (2010)

Member, Marketing, Business Economics and Law, Department Chair Selection Committee (2010)

Canadian Business Leader Award Selection Committee, University of Alberta, School of Business (2009, 2014-2016)

Academic Advisor, Fraternity of Phi Gamma Delta, Epsilon Alpha Chapter (2008 – 2010)

Member, AMA Interviewing Team (2008), University of Alberta, School of Business

Director of the Behavioural Research Lab and Participant Pools, Richard Ivey School of Business, University of Western Ontario (2005 – 2008)

Marketing PhD Student Coordinator, Richard Ivey School of Business, University of Western Ontario (2007-2008)

Chair, Marketing Group Recruiting Committee, Richard Ivey School of Business, University of Western Ontario (2007)

MBA Marketing Elective Development Committee, Richard Ivey School of Business, University of Western Ontario (2007)

Host and Conference Chair for the 3rd Annual Southern Ontario Behavioural Decision Researchers' Conference at the Richard Ivey School of Business, University of Western Ontario (2007)

Graduate Student Representative on the University of Alberta's School of Business Dean and Marketing Department's Chair Selection Committees (2004)

PhD Student Representative on the Business Council and Student Representative on the Faculty of Graduate Studies and Research Council, School of Business, University of Alberta (2001-2003)

## CONSULTING PROJECTS

Competition Bureau of Canada
Consumers Council of Canada
Edmonton Global
General Motors
Industry Canada
Johnson and Johnson
Leger, The Research Intelligence Group
LoyaltyOne
Microsoft