

MATTHEW MAXWELL-SMITH

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Updated June 2017

ACADEMIC EMPLOYMENT

- 2016-current Visiting Professor, Management & Organizational Studies, Western University
- 2014-2016 Postdoctoral Research Associate in Marketing, College of Business, University of Illinois at Urbana-Champaign
- 2012-2014 Postdoctoral Marketing Fellow, Ivey Business School, Western University (formerly the University of Western Ontario)
- 2013-2014 Marketing Instructor, Management & Organizational Studies, Western University
- 2008-2014 Psychology Instructor, Department of Psychology, Western University

EDUCATION

- 2012 Doctor of Philosophy, Social Psychology, Western University
- 2007 Masters of Science, Social Psychology, Western University
- 2002 Bachelor of Arts, Honors Psychology and Applied Studies, University of Waterloo

RESEARCH INTERESTS

My research centers on ethical consumer behavior. I focus on how processes related to ideology and competition influence consumers to pursue or neglect socially- or environmentally-sustainable products, brands, and lifestyle choices. I also have secondary research interests in health and self-regulation.

PUBLICATIONS

Note: * = select abstracts of published, presented, and in-progress research are on pages 8-9.

- *Maxwell-Smith, M. A., Conway, P., Wright, J., & Olson, J. (*forthcoming*). Translating Environmental Ideologies into Action: The Amplifying Role of Commitment to Beliefs. *Journal of Business Ethics*. doi: [10.1007/s10551-016-3404-3](https://doi.org/10.1007/s10551-016-3404-3)
- Dumas, T. M., Maxwell-Smith, M. A., Davis, J. P., & Giulietti, P. A. (2017). Lying or Longing for Likes? Narcissism, Peer Belonging, Loneliness and Normative versus Deceptive Like-seeking on Instagram in Emerging Adulthood. *Computers in Human Behavior*, 71, 1-10. ([lead article](#)) doi: [10.1016/j.chb.2017.01.037](https://doi.org/10.1016/j.chb.2017.01.037).
- Media coverage: [PsyPost.org](#); [Huron University College](#); [Western University](#); [Western News](#); [Phys.org](#); [Cantech Letter](#); [Canadian Broadcasting Corporation](#); [The Straits Times](#); [MediaPost](#); [The Londoner](#); [Yahoo! News](#)
- *Barrios, A., De Valck, K., Shultz, C., Sibai, O., Husemann, K., Maxwell-Smith, M. A., & Luedicke, M. (2016). Marketing as a Means to Transformative Social Conflict Resolution: Lessons from Transitioning War Economies and the Colombian Coffee Marketing System. *Journal of Public Policy & Marketing*, 35 (2), 185-197.
- Maxwell-Smith, M. A., Barnes, K., Wright, J., Thomson, C., Mattos, M., & Dumas, T. M. (2016). Competition and Intergroup Bias: Toward a New Model of Distinguishing Competitive Perceptions from Competitive Motivations. *Group Processes and Intergroup Relations*, 19 (6), 808-832. doi: [10.1177/1368430216642027](https://doi.org/10.1177/1368430216642027)

*Maxwell-Smith, M. A., Seligman, C., Conway, P., & Cheung, I. (2015). Individual Differences in Commitment to Value-Based Beliefs and the Amplification of Perceived Belief Dissimilarity Effects. *Journal of Personality, 83* (2), 127-141. (lead article)

Dumas, T. M., Graham, K., Maxwell-Smith, M. A., & Wells, S. (2015). Being cool is risky business: Young men's within-peer-group status, heavy alcohol consumption and aggression in bars. *Addiction Research and Theory, 23* (3), 213-222. doi: [10.3109/16066359.2014.972385](https://doi.org/10.3109/16066359.2014.972385)

Maxwell-Smith, M. A., & Esses, V. M. (2012). Assessing Individual Differences in the Degree to Which People are Committed to Following Their Beliefs. *Journal of Research in Personality, 46* (2), 195-209.

MANUSCRIPTS UNDER REVIEW

*Maxwell-Smith, M. A., Johnson, A., Cotte, J., Shavitt, S., & Shepherd, S. Consuming in Support of the Free Market: The Effects of Economic System-Justification on Consumer Preferences. (invited 1st-round revision under review). [*journal outlet suppressed for confidentiality*].

*Maxwell-Smith, M. A., & Dumas, T. M. Peer competition and buying likes: A cry for help or a coolness tactic? (under review). [*journal outlet suppressed for confidentiality*]

CONFERENCE PROCEEDINGS

Maxwell-Smith, M. A., M., Conway, P., & Olson, J. (2015, October). Amplifying the Effects of Ideology on Environmentally-Sustainable Consumption and Conservation: The Role of Individual Differences in Commitment to Beliefs. *Advances in Consumer Research, 43*, 798.

Winner, Best Working Paper Award, Association of Consumer Research, 2015.

Maxwell-Smith, M. A., Cotte, J., & Johnson, A. (2013, October). Consuming to Support the Free Market: The Effects of Economic System-Justification on Consumer Preferences. *Advances in Consumer Research, 41*, 1.

WORK IN PROGRESS

Maxwell-Smith, M. A., Barnett White, T., & Loyd, D. Worker Livelihood as Competitive Strategy: How Ideological Differences in Social Dominance Orientation and the Perceived Quality of Company Labor Relationships Drive Brand Attitudes.

Maxwell-Smith, M. A., Johnson, A., & Rotman, J. Buying as Domination and Elevation: How Social Dominance Ideologies and the Perceived Social Impact of Offshoring Trends affect the Market for Products with a Domestic Brand Manufactured in a Developing Economy.

Maxwell-Smith, M. A., & Koo, M., & Shavitt, S. The Cultural Contexts of Relative Income and Subjective Well-being.

Maxwell-Smith, M. A., & Dumas, T. M. How competition within the peer group can help or hurt subjective well-being: A case of competitive fit.

PEER-REVIEWED CONFERENCE PRESENTATIONS

- Maxwell-Smith, M. A., Johnson, A., & Rotman, J. (2016, June). Buying as Domination or Elevation: Joint Effects from Social Dominance Motives and the Perceived Social Impact of Offshoring Trends. *Presented at the Behavioral Decision Research in Management 2016 Biennial Conference, Toronto, ON.*
- Maxwell-Smith, M. A. & Shepherd, S. (2016, June). Symposium Author/Chair. Giving Psychology Away to the Markets: Transformative Consumer Behavior Research. *Presented at the Society for the Psychological Study of Social Issues 2016 Biennial Meeting, Minneapolis, MN.*
- Maxwell-Smith, M. A. (2014, January). For whom are the effects of consumption-based ideology and belief dissimilarity stronger? Examining the amplifying role of commitment to value-based beliefs. *Presented at the 7th Annual Ivey Consumer Behavior Research Symposium, London, ON.*
- Maxwell-Smith, M. A., Cotte, J., & Johnson, A. (2013, February). Consuming in Support of the Free Market: The Relation Between Economic System-Justification and Consumer Preferences and Behaviors. *Presented at the Society for Consumer Psychology Winter 2013 Meeting, San Antonio, TX.*
- Maxwell-Smith, M. A., & Esses, V. M. (2012, June). Assessing Individual Differences in Commitment to Beliefs—A New Measure. *Presented at the Society for the Psychological Study of Social Issues 2012 Biennial Meeting, Charlotte, NC.*
- Dumas, T. M., Graham, K., Maxwell-Smith, M. A., & Wells, S. (2012, October). Young men's peer group status and high-risk behaviors. *Presented at CIHR Institute of Gender and Health's "Advancing Excellence in Gender, Sex and Health Research Conference" Montreal, QU, Canada.*
- Maxwell-Smith, M. A., Conway, P., Cheung, I., & Seligman, C. (2009, June). The Influence of Individual Differences in Commitment to Beliefs on People's Attitudes, Feelings, and Behaviors Related to the 2008 Canadian Federal Election. *Presented at the 70th annual Canadian Psychological Association Annual Convention, Montreal, QC.*

PEER-REVIEWED CONFERENCE POSTERS

- *Maxwell-Smith, M. A. & White, T. (2016, August). A Case for "Trickle-up"? The Implications of Workforce Treatment and Social Dominance Ideologies for Brand Attitudes. *Presented at the American Marketing Association Summer 2016 Conference, Atlanta, GA.*
- Maxwell-Smith, M. A. & Johnson, A. (2014, August). Buying as Domination: The Effects of Intergroup Dominance Motives and Outsourcing Perceptions on the Consumption of Goods Manufactured in Countries with Developing Economies. *Presented at the American Marketing Association Summer 2014 Conference, San Francisco, CA.*
- Maxwell-Smith, M. A. & Johnson, A. (2014, March). Suppressing Pocketbook Patriotism for International Dominance: Joint Effects from Dominance-Related Perceptions of Buying Products from Developing Countries and Social Dominance Orientation. *Presented at the Society for Consumer Psychology Winter 2014 Meeting, Miami, FL.*
- Maxwell-Smith, M. A., & Mattos, M. (2012, June). Competition and Intergroup Bias: Distinguishing Competitive Perceptions from Competitive Motivations. *Presented at the Society for the Psychological Study of Social Issues 2012 Biennial Meeting, Charlotte, NC.*
- Conway, P., Maxwell-Smith, M. A., & Olson, J. (2010, January). Is it Fair to be Green? How Perceptions of the Environment and Past Behavior Influence Justice Principles and Willingness to Support

Ecological Initiatives. *Presented at the Society for Personality and Social Psychology 2010 Annual Meeting, Las Vegas, NV.*

Maxwell-Smith, M. A., & Esses, V. M. (2008, February). Assessing Individual Differences in Commitment to Beliefs. *Presented at the Society for Personality and Social Psychology 2008 Annual Meeting, Albuquerque, NM.*

HONORS

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| 2015 | Best Working Paper Award, 2015 Association of Consumer Research North American Conference |
| 2013 | Doctoral Thesis Award, Canadian Psychological Association (CPA) |
| 2012-2013 | Dean's Honor Roll of Teaching Excellence, King's University |
| 2009-2010 | Certificate of Teaching Excellence, Council of Canadian Departments of Psychology, CPA |

GRANT FUNDING

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| 2015 | <u>Maxwell-Smith, M. A.</u> (Primary Investigator), Barnett White, T., & Loyd, D.. Business Excellence Grant for interdisciplinary research on <i>How Improving Employee Livelihood Can Enhance Brand Attitudes and Competitive Strategy</i> , University of Illinois, Urbana-Champaign (UIUC) | USD\$4,000 |
| 2015 | <u>Maxwell-Smith, M. A.</u> (Primary Investigator), Koo, M., Loewenstein, J., & Shavitt, S.. Business Excellence Grant for interdisciplinary research on <i>Cross-Cultural Differences in the Meaning of Money</i> , UIUC | USD\$3,000 |
| 2006 | <u>Maxwell-Smith, M. A.</u> , & Esses, V. (Primary Investigator). Clara Mayo Grant for research on <i>Stereotypic Evaluations as a Function of Controlled Competition</i> , Society for the Psychological Study of Social Issues (SPSSI) | USD\$900 |

RESEARCH AWARDS

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| 2009-2010;
2010-2011 | Graduate Research Thesis Award, Western University | CAN\$1,600 |
| 2010 | Diversity Travel Award, Society for the Psychological Study of Social Issues (SPSSI) | USD\$500 |
| 2009 | Graduate Alumni Scholarship, Western University | CAN\$2000 |
| 2009 | Travel Award, American Psychological Association | USD\$500 |
| 2009 | Travel Grant, Social Sciences and Humanities Research Council (SSHRC) | CAN\$750 |
| 2008 | Graduate Student Travel Award, Society for Personality & Social Psychology | USD\$500 |
| 2007 | Dean's Graduate Scholarship in Migration and Ethnic Relations, Western University | CAN\$1,000 |
| 2006-2010 | Graduate Research Scholarship, Western University | CAN\$9,000 |
| 2005-2006 | Canada Graduate Scholarship, SSHRC | CAN\$17,500 |

TEACHING EXPERIENCE & TRAINING

Courses:

- Marketing Research Western University: f2013; w2017
- Integrated Marketing Communications Western University: w2017
- Consumer Behavior Western University: w2014; f2016
- International Marketing University of Illinois, Urbana-Champaign (UIUC): 2014-2015
- Introduction to Social Psychology Western University: w2014
- Psychology of People, Work, & Organizations King's University: 2012-2013
- Psychology of Persuasion (online) Western University: w2012
- Introduction to Human Sexuality Western University: 2008-2013

Invited lectures:

- Social Cognition King's University: Jan 2013
- Stereotypes, Prejudice, and Discrimination King's University: Oct 2011, March 2012
- Scale Construction and Individual Differences Western University: Oct 2011

Teaching assistance:

- Psychology & Diversity King's University: w2011
- Research Methods and Statistical Analysis Western University: 2007-2011
- Introduction to Social Psychology Western University: 2006-2007
- Introduction to Psychology Western University: 2006-2007
- Research Methods in Psychology Western University: 2005-2006

Supplemental training:

- Success in Teaching Excellence Program College of Business, UIUC: Aug 2014
- Instructional Skills Workshop Teaching Support Centre at Western University: May 2011
 - Received training on a variety of teaching methods for large- and small-class sizes
 - Completed and received professional feedback on university-style lectures

Teaching Awards:

- Dean's Honor Roll of Teaching Excellence at King's University 2012-2013
- Certificate of Teaching Excellence from the Council of Canadian Departments of Psychology
 - Research Methods and Statistical Analysis 2009-2010
- Nominations for Outstanding Teaching Assistant Award:
 - Research Methods and Statistical Analysis 2009-2010
 - Introduction to Social Psychology 2006-2007

SUPERVISION & MENTORSHIP

- 2008-2014 Lab Manager, Seligman Psychology Lab
- Interviewed, hired, and primarily supervised 4-8 research assistants each year to conduct social and consumer psychology research studies in the laboratory and field
- 2010-2011 Thesis supervision: Megan Mattos
- Thesis Title: The Moderating Effects of Competitive Motivations and Competitive Perceptions on the Relation between Social Identification and Competitive Intergroup Behavior

PROFESSIONAL AFFILIATIONS

Association for Consumer Research (ACR)
 Society for Consumer Psychology (SCP)
 Society for the Psychological Study of Social Issues (SPSSI)
 Society for Personality and Social Psychology (SPSP)

SERVICE

2014-2016	Conference Submission Reviewer, ACR Winter Meeting
2015	Ad Hoc Reviewer, Journal of Consumer Research
2015	Ad Hoc Reviewer, Journal of Consumer Psychology
2014-2015	Subject Pool Coordinator, UIUC
2011-2012	Student representative: Social Psychology Department
2007-2012	Online Mass-Testing Survey Coordinator, Western University
2006-2009	Student representative: Ethics & Research Participation Pool Committee, Western University
2007-2008	Student representative: Workload & Resource Planning Committee, Western University

WORK EXPERIENCE

Research Consultant:

2011-2012	Faculty of Marketing, Ivey Business School
2006	Metropolis Toronto

Professional market research:

2002-2005	comScore SurveySite <ul style="list-style-type: none"> • Designed and implemented online survey studies for Fortune 500 Companies • Authored reports describing advanced analysis of survey results
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Research Assistance & Undergraduate Internships:

2011-2012	Ivey Business School
2001	Defense Research & Development Canada
2001	Ericsson Telecommunications
2000	Health Canada
2000	Ontario Power Generation
1999	Ontario Ministry of Education & Training

REFERENCES

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 London, Ontario, Canada
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 e: seligman@uwo.ca

COLLABORATORS

Dr. Sharon Shavitt, marketing area faculty, University of Illinois at Urbana-Champaign

Dr. Tiffany Barnett White, marketing area faculty, University of Illinois at Urbana-Champaign

Dr. Minkyung Koo, marketing area faculty, University of Illinois at Urbana-Champaign

Dr. Tara Dumas, psychology area faculty, Huron University

Dr. June Cotte, marketing area faculty, Ivey Business School

Dr. Allison Johnson, marketing area faculty, Ivey Business School

Dr. Clive Seligman, social psychology area faculty, Western University

Dr. James Olson, social psychology area faculty, Western University

Dr. Paul Conway, social psychology area faculty, Florida State University, Germany

Jeff Rotman, marketing Ph.D. candidate, Ivey Business School

Joshua D. Wright, social psychology Ph.D. candidate, Western University

SELECT ABSTRACTS

*Maxwell-Smith, M. A., Conway, P., Wright, J., & Olson, J. (*forthcoming*) Translating Environmental Ideologies into Action: The Amplifying Role of Commitment to Beliefs. *Journal of Business Ethics*.

Consumers don't always follow their ideological beliefs about the need to engage in environmentally-friendly (EF) consumption. We propose that Commitment to Beliefs (CTB)—the general tendency to follow one's value-based beliefs—can help identify who is most likely to follow their environmental ideologies. We predicted that CTB would amplify the effect of beliefs prescribing environmental stewardship, or neglect, on corresponding intentions, behavior, and purchasing decisions. In two studies, CTB amplified the positive and negative effects of relevant EF ideologies on EF purchase decisions (Study 1), and consumption and conservation attitudes, intentions, as well as future behavior (Study 2). In each study, only people with higher levels of CTB demonstrated the most ideologically-consistent consumption and conservation intentions and behavior. These findings clarify who is most likely to align their decisions and lifestyles according to their ideologies regarding sustainable consumption. The amplification effect of CTB, and the CTB variable itself, present new contributions to consumer behavior research and the domains of sustainable or ethical consumption in particular, and offer wide-ranging potential for marketing practitioners and researchers.

*Maxwell-Smith, M. A., Johnson, A., Cotte, J., Shavitt, S., & Shepherd, S. Consuming in Support of the Free Market: The Effects of Economic System-Justification on Consumer Preferences. (invited 1st-round revision under review). [*journal outlet suppressed for confidentiality*].

It is well-known that consumer preferences are affected by individual goals and interpersonal influences, while less is known about the potential effects of people's relationship with their current societal systems or institutions. Recent research using system-justification theory has demonstrated how consumers' tendencies to justify political institutions and social orders motivates purchase decisions aimed at defending these systems (Cutright, Wu, Banfield, Kay, and Fitzsimons 2011). We extend this research by examining the unique influence of *economic* system-justification. We hypothesized, and found across three studies, that higher chronic or situationally-induced levels of economic system-justification led consumers to favor lifestyle habits or products supportive of companies and industries which are more reflective of the free-market economic system, especially when the legitimacy of this system was threatened. We observed some evidence that heightened economic system-justification was associated with rejecting lifestyle activities that would benefit consumers' own health or community interests but are less broadly representative of the economic system. Further, the effects of economic system-justification had a stronger or unique effect on consumer preferences than political system-justification in each study.

*Maxwell-Smith, M. A., Seligman, C., Conway, P., & Cheung, I. (2015). Individual Differences in Commitment to Value-Based Beliefs and the Amplification of Perceived Belief Dissimilarity Effects. *Journal of Personality*, 83 (2), 127-141. ([lead article](#))

The Commitment to Beliefs (CTB) framework (Maxwell-Smith & Esses, 2012) proposes that there are individual differences in the extent to which people generally follow beliefs that are a reflection of their values. The current research hypothesized that CTB would amplify the effects of perceived belief dissimilarity or incompatibility, such that individuals higher in CTB would display more pronounced reactions to belief-relevant groups, events, or individuals that are seen as incompatible with their value-based beliefs. CTB amplified the effects of perceived belief dissimilarity or incompatibility on people's biases toward other religious groups (Study 1), voting intentions and behavior in a national election (Study 2), and their evaluative and behavioral responses toward their romantic partner (Study 3). These results collectively suggest that perceptions of belief dissimilarity or incompatibility are particularly important cues for individuals with higher levels of CTB as they encounter other people or events that are relevant to their beliefs.

*Maxwell-Smith, M. A. & White, T. (2016, August). A Case for “Trickle-up”? The Implications of Workforce Treatment and Social Dominance Ideologies for Brand Attitudes. *Presented at the American Marketing Association Summer 2016 Conference, Atlanta, GA.*

In the contemporary technological age, it is easy for consumers to learn about how a company treats its employees. In contrast, there is limited research on whether information about a company’s record of treating its current workforce affects brand equity. The current research draws on Social Dominance Theory to address when and for whom this information is most likely to affect brand attitudes and intentions. Four experimental studies that varied whether a brand was seen as offering more or less favorable working conditions and benefits observed: i) learning how companies treat their employees has a substantial impact on brand attitudes and corresponding purchase intentions; ii) political ideologies regarding the acceptance of inequality between societal groups plays an important role in determining the magnitude of these effects; and iii) these joint effects are mediated by affective empathy toward the brand’s employees and trust in the brand to handle workforce issues appropriately.

*Barrios, A., De Valck, K., Shultz, C., Sibai, O., Husemann, K., Maxwell-Smith, M. A., & Luedicke, M. (2016). Marketing as a Means to Transformative Social Conflict Resolution: Lessons from Transitioning War Economies and the Colombian Coffee Marketing System. *Journal of Public Policy & Marketing*, 35 (2), 185-197.

Social conflicts are ubiquitous to the human condition, and thus they occur throughout markets, marketing processes and marketing systems. When unchecked or unmitigated, social conflict can have devastating consequences for consumers, marketers and societies, especially when conflict becomes violent. This paper analyzes how the complex, overlapping, and multi-faced nature of social conflict negatively impacts individuals’ wellbeing. We apply social conflict theory to a marketing systems analysis, to draw attention to sources of conflict, points for intervention and tactics to ameliorate conflict in ways that can result in mutually beneficial outcomes for as many stakeholders as possible, in any given marketing system. The Colombian coffee marketing system is used as an example to make key points, including how marketing can play the role of third-party mediator for conflict management, and consumer and societal transformation. We conclude by discussing public policy implications of using marketing as a means for social conflict resolution and offer specific directions for further research.

*Maxwell-Smith, M. A., & Dumas, T. M. Peer competition and buying likes: A cry for help or a coolness tactic? (under review). [*journal outlet suppressed for confidentiality*]

We examine how online practices such as buying likes and followers (i.e., “deceptive like-seeking”) are affected by ongoing competitive dynamics within the peer group. Research suggests three hypothesized models regarding who engages in the most deceptive like-seeking: i) individuals who believe their peer group members compete over social resources and are also strongly motivated to attain more of these resources than their peers (i.e., a strong competitive fit); ii) individuals who have similar perceptions but weak competitive motivations toward their group (poor competitive fit); or iii) both sets of individuals but for different reasons (parallel processes). Evidence supports the strong competitive fit model. Further, the effect of strong competitive fit is mediated by goals of surveilling and appearing “cool” to others, and cannot be attributed to alternate goals of expanding one’s network or improving peer group acceptance. Thus, the process by which within-peer competition leads to deceptive like-seeking may not reflect a desperate attempt to draw social support, but rather, an instrumental tactic to demonstrate one’s social value to the peer group.