# MATTHEW MAXWELL-SMITH

*Updated June 2020*
E: mmaxwel3@uwo.ca
www: matthewmaxwell-smith.com

## ACADEMIC EMPLOYMENT

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|---|---|
| 2019-current | Assistant Professor, Huron University |
| 2016-2019 | Visiting Professor, Western University |
| 2014-2016 | Postdoctoral Research Associate, Gies College of Business, University of Illinois at Urbana-Champaign |
| 2012-2014 | Postdoctoral 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

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|---|---|
| 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/social dominance tendencies affect how and why consumers pursue or neglect socially- or environmentally-sustainable products, brands, and lifestyle choices.
I also have secondary research interests in consumer health and self-regulation.

## PUBLICATIONS

*Note:* all publications are peer-reviewed and blind-refereed; new publications in bold. * = select abstracts of published, presented, and in-progress research are on pages 9-11.

*Maxwell-Smith, M. A., Barnett White, T., & Loyd, D. (2020). Does Perceived Treatment of Unfamiliar Employees Affect Consumer Brand Attitudes? Social Dominance Ideologies Reveal Who Cares the Most and Why. *Journal of Business Research* [2018 JCR impact: 4.028]*, 109,* 461-471. doi: 10.1016/j.jbusres.2019.12.039

Bergman B. G., Dumas T. M., Maxwell-Smith, M. A., Davis J. P. (*2018*) Instagram participation and substance use among emerging adults: The potential perils of peer belonging. *Cyberpsychology, Behavior, and Social Networking* [2018 JCR impact: 2.650]*, 21,* 753-760. doi: 10.1089/cyber.2018.0109

*Maxwell-Smith, M. A., Conway, P., Wright, J., & Olson, J. (*2018*). Translating Environmental Ideologies into Action: The Amplifying Role of Commitment to Beliefs. *Journal of Business Ethics* [2018 JCR impact: 3.796], *153,* 839–858. doi: 10.1007/s10551-016-3404-3

Dumas, T. M., Davis, J. P., Maxwell-Smith, M. A., & Bell, (*2018*). From Drinking Group Norms to Individual Drinking Consequences: A Moderated Mediation Model Examining the Role of Members' Status, Identification with the Group and with Emerging Adulthood. *Substance Use and Misuse* [2018 JCR impact: 1.383], *53,* 1311-1323. doi: 10.1080/10826084.2017.1408651

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* [2018 JCR impact: 4.306]*, 71,* 1-10. (lead article) doi: 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* [2018 JCR impact: 2.457]*, 35 (2),* 185-197. doi: 10.1509/jppm.15.151

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* [2018 JCR impact: 2.641]*, 19 (6),* 808-832. doi: 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* [2018 JCR impact: 3.084]*, 83 (2),* 127-141. (lead article) doi: 10.1111/jopy.12089

*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* [2018 JCR impact: 2.319]*, 23 (3),* 213-222. doi: 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* [2018 JCR impact: 2.569]*, 46 (2),* 195-209. doi: 10.1016/j.jrp.2012.01.009

## MANUSCRIPTS UNDER REVIEW

Dumas, T. M., Maxwell-Smith, M. A., Litt, D., Tremblay, P., & Ellis, W. (1st-rd revision under review). Gaining Likes, but at What Cost? Longitudinal Relations between Young Adults' Deceptive Like-Seeking on Instagram, Peer Belonging and Self-Esteem. (*Computers in Human Behaviour*).

## WORK IN PROGRESS

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., & Dumas, T. M. Competition and the company we keep: How and why competitive fit within the peer group can help or hurt subjective well-being.

*Maxwell-Smith, M. A., Cotte, J., Johnson, A., & Shavitt, S., & Shepherd, S. SEST: A New Integrative Model to Illustrate How Social Class, Economic System-Justification, and System Threats Jointly Influence Consumer Preferences.

Maxwell-Smith, M. A., & Dumas, T. M. Peer Competition, Buying Likes, and Other Forms of Deceptive Like-seeking: Popularity Tactic, Outcry for Improved Social Acceptance, or Both?

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

## PEER-REVIEWED CONFERENCE PRESENTATIONS

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., Johnson, A., & Rotman, J. (2016, June). Outsourcing, Social Dominance Ideologies, and Buying as Domination or Elevation. *Presented at the Society for the Psychological Study of Social Issues 2016 Biennial Meeting, Minneapolis, MN*.

*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. (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.*

Conway, P., Cheung, I., Maxwell-Smith, M. A., & Seligman, C. (2009, June). Was Justice Served in the 2008 Canadian Federal Election? It Depends on Who You Voted For. *Presented at the 70th annual Canadian Psychological Association Annual Convention, Montreal, QC*.

## PEER-REVIEWED CONFERENCE POSTERS

Maxwell-Smith, M. A., Johnson, A., Cotte, J., Shavitt, S., & Shepherd, S. (2019, October). SEST: A New Integrative Model to Illustrate How Social Class, Economic System-Justification, and System Threats Jointly Influence Consumer Preferences. *Presented at the Association for Consumer Research 2019 North American Conference, Atlanta, GA*.

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., 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. *Presented at the Association for Consumer Research 2015 North American Conference, New Orleans, LA*.

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

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., Cotte, J., & Johnson, A. (2013, October). Consuming to Support the Free Market: The Effects of Economic System-Justification on Consumer Preferences. *Presented at the Association for Consumer Research October 2013 North American Conference, Chicago, IL*.

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., Seligman, C., Cheung, I., &.Conway, P. (2009, August). Commitment to Beliefs Predicts Attitudes Towards Religious and Political Groups. *Presented at the American Psychological Association Annual Convention, Toronto, ON.*

## 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

| | | |
|---|---|---|
| 2018 | Dumas, T. M., Ellis, W., Maxwell-Smith, M. A. (Collaborator), & Davis, J. P. SSHRC Insight Development Grant: *What Happens When Adolescents "Lie for Likes"? Predictors and Adjustment Consequences for Deceptive and Normative Like-Seeking on Social Networking Sites.*, Social Sciences and Humanities Research Council of Canada. | CAN$56,000 |
| 2015 | Maxwell-Smith, M. A. (Primary Investigator), Barnett White, T., & Loyd, D.. Business Excellence Grant for interdisciplinary research on *How Improving Employee Livelihood Can Enhance Brand Attitudes and Competitive Strategy*, University of Illinois, Urbana-Champaign | USD$4,000 |
| 2015 | Maxwell-Smith, M. A. (Primary Investigator), Koo, M., Loewenstein, J., & Shavitt, S.. Business Excellence Grant for interdisciplinary research on *Cross-Cultural Differences in the Meaning of Money*, University of Illinois, Urbana-Champaign | USD$3,000 |
| 2006 | Maxwell-Smith, M. A., & Esses, V. (Primary Investigator). Clara Mayo Grant for research on *Stereotypic Evaluations as a Function of Controlled Competition*, 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 ("Western" = Western University; "Huron" = Huron at Western; "King's" = King's University College):

- Consumer Behavior — Western: w2014, f2016; Huron: w2020
- Introduction to Marketing — Huron: w2020
- Human Relations — Huron: f2019, w2020
- Applications of Psychology (online) — Western: s2018, s2019
- Integrated Marketing Communications — Western: w2017, f2017, f2018
- Psychology of People, Work, & Organizations — King's: 2012-2013, w2018, f2018

- Understanding Yourself & Others (Psychology of Adjustment) *online* Western: w2018, w2019, w2020
- Understanding Yourself & Others (Psychology of Adjustment) *in-person* Western: f2017, f2018
- Introduction to Personality Psychology King's: f2018
- Marketing Research Western: f2013, w2017
- International Marketing University of Illinois, Urbana-Champaign (UIUC): 2014-2015
- Introduction to Social Psychology Western: w2014
- Psychology of Persuasion (online) Western: w2012
- Introduction to Human Sexuality Western: 2008-2013

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

Teaching assistance:
- Research Methods and Statistical Analysis Western: 2007-2011
- Introduction to Social Psychology Western: 2006-2007
- Introduction to Psychology Western: 2006-2007
- Research Methods in Psychology Western: 2005-2006

Supplemental training:
- Experiential Learning Course Design Workshop Teaching Support Centre at Western: May 2019
- Success in Teaching Excellence Program College of Business, UIUC: Aug 2014
- Instructional Skills Workshop Teaching Support Centre at Western: 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 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

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| 2019 | Ad Hoc Reviewer, Personality & Social Psychology Bulletin |
| 2014-2019 | Conference Submission Reviewer, ACR Winter Meeting |
| 2015-2016 | 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
- Reviewed manuscripts and conference papers prior to their submission for publication; provided feedback on survey and experimental design

2006 Metropolis Toronto
- Conducted research and authored a report on the experience of recent immigrants to the Kitchener-Waterloo region of Ontario

Professional market research:

2002-2005 comScore SurveySite
- Designed and implemented online survey studies for Fortune 500 Companies
- Authored reports describing advanced analysis of survey results
- Participated in training modules and provided expertise to staff and clients regarding multivariate statistical techniques, including Analysis of Variance, Multiple Regression and Structural Equation Modeling
- Accomplishments:
  - Research Associate (2002-2003), Project Manager (2003-2005)
  - Successful execution of over 50 client research studies
  - Leadership role in management and growth of major client account

Research Assistance & Undergraduate Internships:

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|---|---|
| 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

Dr. Sharon Shavitt
College of Business, Department of Business Administration
Marketing
260 Wohlers Hall
University of Illinois at Urbana-Champaign
1206 South Sixth Street
Champaign, IL 61820-6978; USA
t: (217) 333-0784
e: shavitt@illinois.edu

Dr. Tiffany White
College of Business, Department of Business Administration
Marketing
260 Wohlers Hall
University of Illinois at Urbana-Champaign
1206 South Sixth Street
Champaign, IL 61820-6978; USA
t: (217) 333-4597
e: tbwhite@illinois.edu

Dr. Minkyung Koo
College of Business, Department of Business Administration
Marketing
260 Wohlers Hall
University of Illinois at Urbana-Champaign
1206 South Sixth Street
Champaign, IL 61820-6978; USA
t: (217) 333-4533
e: mkoo@illinois.edu

Dr. June Cotte
Ivey Business School
Marketing
1151 Richmond Street
London, Ontario, Canada
N6A 3K7
t: 519.661.3224
e: jcotte@ivey.uwo.ca

Dr. James Olson
Western University
Department of Psychology
1151 Richmond Street
London, Ontario, Canada
N6A 5B8
t: 519.661.2111 x84637
e: jolson@uwo.ca

Dr. Clive Seligman
Western University
Department of Psychology
1151 Richmond Street
London, Ontario, Canada
N6A 5B8
t: 519.661.2111 x84666
e: seligman@.uwo.ca

## COLLABORATORS

Dr. Tiffany Barnett White, marketing area faculty, University of Illinois at Urbana-Champaign
Dr. Sharon Shavitt, 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. Minkyung Koo, marketing area faculty, University of Illinois at Urbana-Champaign
Dr. Clive Seligman, social psychology area faculty, emeriti, Western University
Dr. James Olson, social psychology area faculty, emeriti, Western University
Dr. Joshua D. Wright, Postdoctoral fellow, Simon Fraser University
Vanessa Sinclair, personality psychology Ph.D. candidate, Western University

## SELECT ABSTRACTS

*Maxwell-Smith, M. A., Conway, P., Wright, J., & Olson, J. (*2018*). Translating Environmental Ideologies into Action: The Amplifying Role of Commitment to Beliefs. *Journal of Business Ethics* [2018 JCR impact: 3.796], *153,* 839–858. doi: 10.1007/s10551-016-3404-3

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 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., 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* [2018 JCR impact: 3.084]*, 83 (2),* 127-141. (lead article) doi: 10.1111/jopy.12089

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., Johnson, A., & Rotman, J. (2016, June). Outsourcing, Social Dominance Ideologies, and Buying as Domination or Elevation. *Presented at the Society for the Psychological Study of Social Issues 2016 Biennial Meeting, Minneapolis, MN*.

In today's globalized marketplace, many of the products sold to Western consumers have a domestic brand and are produced in a country with a developing economy (CDE). The perceived impact of such trends on the citizens of CDEs is condemned or lauded as a means of potentially subjugating them to poor wages and working conditions, or elevating their relative gains and standards of living. Drawing on Social Dominance Theory, we show that consumers will purchase products with a domestic brand and CDE-manufacture origin depending on the perceived impact of such production trends on these citizens, and their endorsement of the ideology that superior groups should dominate inferior groups (SDO-Dominance). In three studies, we observed that low-SDO-Dominance consumers show stronger (weaker) purchase intentions when CDE-citizens are seen as benefitting (suffering) from providing their outsourced labor; this information had no impact high-SDO-Dominance consumers' intentions. An additional study observed that high-SDO-Dominance consumers are in favor of a policy recently

introduced by the World Trade Organization that would suppress information on where products are manufactured, but only when they perceive that outsourcing trends harm CDE-citizens.

*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* [2018 JCR impact: 2.457]*, 35 (2),* 185-197. doi: 10.1509/jppm.15.151

Social conflicts are ubiquitous to the human condition and 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 escalates to war. In this article, the authors offer a systemic analysis of the Colombian war economy, with its conflicted shadow and coping markets, to show how a growing network of fair-trade coffee actors has played a key role in transitioning the country's war economy into a peace economy. They particularly draw attention to the sources of conflict in this market and highlight four transition mechanisms—i.e., empowerment, communication, community building and regulation—through which marketers can contribute to peacemaking and thus produce mutually beneficial outcomes for consumers and society. The article concludes with a discussion of implications for marketing theory, practice, and public policy.

*Maxwell-Smith, M. A., Barnett White, T., & Loyd, D. (2020). Does Perceived Treatment of Unfamiliar Employees Affect Consumer Brand Attitudes? Social Dominance Ideologies Reveal Who Cares the Most and Why. *Journal of Business Research* [2018 JCR impact: 4.028]*, 109,* 461-471. doi: 10.1016/j.jbusres.2019.12.039

We investigate when, why, and for whom information regarding the treatment of unfamiliar employees—those with whom consumers have had no prior contact—is most likely to affect brand attitudes and intentions. Three experimental studies that varied whether a brand ostensibly offered employees more versus less favorable working conditions and benefits observed that: (i) perceptions of treatment of unfamiliar employees have a substantial impact on brand attitudes and corresponding intentions; (ii) political ideologies regarding the acceptance of inequality and dominance between societal groups play an important role in determining the magnitude of these effects; and (iii) joint effects of dominance ideologies and perceived employee treatment are mediated by empathy toward the employees and trust that workforce issues are handled appropriately. Thus, consumers empathize with and respond to distressing conditions of poor treatment for unfamiliar employees, and in this way, employee voices can have a powerful impact on their brand.

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* [2018 JCR impact: 2.641]*, 19 (6),* 808-832. doi: 10.1177/1368430216642027

Research on the effects of intergroup competition has relied on various conceptual approaches and has produced inconsistent findings. Following a review of the intergroup competition literature, we propose a framework which emphasizes that the influence of intergroup competition varies primarily according to participants' construal of potentially competitive events. We assess this via two variables: competitive intergroup perceptions (CIP), the perception that one's ingroup and another group(s) in the current situation are attempting to gain a reward at each other's expense; and competitive intergroup motivations (CIM), the individual desire for one's group to do better or acquire more of a reward than the other group(s). In four studies that presented participants with an ambiguously competitive intergroup setting and administered CIP and CIM scales adapted for the context, both variables were empirically nonredundant (Studies 1–4) and showed unique relations with intergroup outcomes: CIM, rather than CIP, was directly associated with greater intergroup bias (Studies 2–4), discriminatory intentions (Study

3), and discriminatory behavior (Study 4). CIP consistently registered an indirect effect on intergroup bias and behavior through CIM. Our results suggest that in ambiguous group contexts, CIM facilitates the pursuit of goals for the ingroup, which may involve expressing intergroup bias and more antisocial outgroup behavior, and that these tendencies are quite sensitive to corresponding changes in CIP. The current framework offers more precise insights into the influence of competitive group dynamics, and can easily be integrated with other research paradigms to determine how and when intergroup competition produces intergroup bias and discrimination.

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* [2018 JCR impact: 4.306]*, 71,* 1-10. (lead article) doi: 10.1016/j.chb.2017.01.037.

We examined the extent to which emerging adults engage in different behaviors on Instagram, a popular social networking site, to gain attention and validation from others via "likes." We also examined individual differences in the frequency of like-seeking behavior and motives for Instagram use as mediators of these relationships. Participants ($N$ = 198 and 265 (replication study)) were recruited via an online crowdsourcing portal to complete a survey. Results demonstrated that, as predicted, participants engaged in an assortment of different like-seeking behaviors. Further, a two-factor solution emerged, with like-seeking behavior separated by whether they were *normative* (i.e., common or accepted, e.g., using filters or hashtags) or *deceptive* (e.g., buying likes or changing one's appearance in photos using software). Deceptive like-seeking was predicted by stronger narcissism and a weaker sense of peer belonging, whereas normative like-seeking was predicted by stronger narcissism and a stronger sense of peer belonging. Further, consistent with hypotheses, significant mediators of the relation between narcissism and extreme like-seeking included motives to use Instagram to increase popularity and showcase creativity. Results help to identify young people who are more susceptible to engaging in deceptive, potentially harmful acts to gain attention and validation on Instagram.