

MATTHEW MAXWELL-SMITH

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ACADEMIC EMPLOYMENT

- 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

- 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

- 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* [2019 JCR impact: 4.874], *109*, 461-471.
doi: [10.1016/j.jbusres.2019.12.039](https://doi.org/10.1016/j.jbusres.2019.12.039)
- Dumas, T. M., Maxwell-Smith, M. A., Litt, D., Tremblay, P., & Ellis, W. (2020). 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* [2019 JCR impact: 5.003], *112*.
doi: [10.1016/j.chb.2020.106467](https://doi.org/10.1016/j.chb.2020.106467)
- 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* [2019 JCR impact: 2.650], *21*, 753-760.
doi: [10.1089/cyber.2018.0109](https://doi.org/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* [2019 JCR impact: 4.141], 153, 839–858. doi: [10.1007/s10551-016-3404-3](https://doi.org/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* [2019 JCR impact: 1.497], 53, 1311-1323. doi: [10.1080/10826084.2017.1408651](https://doi.org/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* [2019 JCR impact: 5.003], 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](http://psypost.org); [Huron University College](http://www.huron.edu); [Western University](http://www.westernu.ca); [Western News](http://www.westernnews.com); [Phys.org](http://www.phys.org); [Cantech Letter](http://www.cantechletter.com); [Canadian Broadcasting Corporation](http://www.cbc.ca); [The Straits Times](http://www.straitstimes.com); [MediaPost](http://www.media-post.com); [The Londoner](http://www.thelondoner.com); [Yahoo! News](http://www.yahoo.com)
- 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* [2019 JCR impact: 2.478], 35 (2), 185-197. doi: [10.1509/jppm.15.151](https://doi.org/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* [2019 JCR impact: 2.532], 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* [2019 JCR impact: 3.667], 83 (2), 127-141. (lead article) doi: [10.1111/jopy.12089](https://doi.org/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* [2019 JCR impact: 2.223], 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* [2019 JCR impact: 2.767], 46 (2), 195-209. doi: [10.1016/j.jrp.2012.01.009](https://doi.org/10.1016/j.jrp.2012.01.009)

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

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| 2018 | Dumas, T. M., Ellis, W., <u>Maxwell-Smith, M. A.</u> (Collaborator), & Davis, J. P. SSHRC Insight Development Grant: <i>What Happens When Adolescents "Lie for Likes"? Predictors and Adjustment Consequences for Deceptive and Normative Like-Seeking on Social Networking Sites.</i> , Social Sciences and Humanities Research Council of Canada. | CAN\$56,000 |
| 2015 | <u>Maxwell-Smith, M. A.</u> (Primary Investigator), Barnett White, T., & Loyd, D.. Business Excellence Grant for interdisciplinary research on <i>How Improving</i> | USD\$4,000 |

Employee Livelihood Can Enhance Brand Attitudes and Competitive Strategy,
University of Illinois, Urbana-Champaign

- 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

- 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

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

- 2020 Ad Hoc Reviewer, Psychology & Marketing, Environment & Behavior
- 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

2011-2012 Faculty of Marketing, Ivey Business School: Research Consultant

2002-2005 comScore: Professional market research

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

Dr. Sharon Shavitt
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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. 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, psychology area faculty, St. Joseph's College

Vanessa Sinclair, personality psychology Ph.D. candidate, Western University