

MATTHEW MAXWELL-SMITH

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ACADEMIC EMPLOYMENT

- 2019-current Assistant Professor of Marketing & Sustainability, Huron University College
- 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 and sustainability. 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

- Dumas, T. M., Tremblay, P. F., Ellis, W., Millett, G., & Maxwell-Smith, M. A., (2023). Does pressure to gain social media attention have consequences for adolescents' friendship closeness and mental health? A longitudinal examination of within-person cross-lagged relations. *Computers in Human Behavior*, 140. doi: [10.1016/j.chb.2022.107591](https://doi.org/10.1016/j.chb.2022.107591).
- 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: [Psynpost.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., Rotman, J., & Johnson, A. Westerners' integration of country-of-origin, offshoring impact information and political ideology in prosocial product decisions to benefit countries with developing economies.
- 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?

PEER-REVIEWED CONFERENCE PRESENTATIONS

Maxwell-Smith, M. A. & Rotman, J. (2023, June). Buying as Domination or Elevation? White Western Consumers' Support of Products and Related Policies from Offshored Manufacturing is Predicted by its Perceived Impact on Host Countries and Social Dominance Ideologies. *Presented at the 2023 American Marketing Association Marketing & Public Policy Conference, Arlington, VA.*

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

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., <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 Employee Livelihood Can Enhance Brand Attitudes and Competitive Strategy</i> , University of Illinois, Urbana-Champaign	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> , University of Illinois, Urbana-Champaign	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

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*Curriculum development:*

Huron BMOS Marketing & Sustainability module:	2021-2023
<ul style="list-style-type: none"> • Extensive background research on contemporary marketing career paths and desired attributes, marketing scholarship, and marketing module designs from several Canadian universities • Authored the rationale, pedagogical objectives and curriculum design of new Honours and non-Honours specializations in Marketing & Sustainability • Prepped new senior courses for core and elective module requirements: Sustainability Marketing, Consumer Behaviour, Marketing Research, Integrated Marketing Communications 	

Courses taught:

Note: "Western" = Western University; "Huron" = Huron at Western; "King's" = King's University College):

- Sustainability Marketing Huron: f2021, f2022
- Marketing Research Western: f2013, w2017; Huron: f2022
- Consumer Behavior Western: w2014, f2016; Huron: w2020, w2021, w2022
- Integrated Marketing Communications Western: w2017, f2017, f2018; Huron: w2022
- Introduction to Marketing Huron: w2020, f2020, w2021, f2021
- Human Relations Huron: f2019, w2020
- Applications of Psychology (online) Western: s2018, s2019
- 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
- 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

American Marketing Association Marketing & Society Special Interest Group (AMA MASSIG)
 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

2022-2023	Faculty lead, Marketing & Sustainability module, Huron University College
2022-2023	Ad Hoc Reviewer, Personality & Individual Differences
2020-2021	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 faculty, University of Illinois at Urbana-Champaign

Dr. Jeff Rotman, marketing faculty, Deakin University

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

Dr. Tara Dumas, psychology faculty, Huron University

Dr. Vanessa Sinclair, research & evaluation manager, Canadian Council on Rehabilitation and Work

Dr. June Cotte, marketing faculty, Ivey Business School

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

Dr. Joshua D. Wright, senior survey research scientist, Texas State Technical College