

CURRICULUM VITAE
LISA M. WATSON, PH.D., M.M.S., B. COM., HONS.

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Research interests: consumer decision-making, consumer entitlement, social marketing.

EDUCATION

- Doctor of Philosophy in Business, Bond University, Queensland, Australia** June 2006
Dissertation Topic: "Emotionally Charged Purchase Decisions: The Effects of Cognitive Appraisals on Decision-Making Processes"
- Master of Management Studies, Carleton University, Ontario, Canada** June 1999
Thesis Topic: "Privacy of Personal Information on the Internet: Do privacy concerns affect on-line consumer transactions?"
- Bachelor of Commerce, Honours, Carleton University, Ontario, Canada** June 1996

PUBLICATIONS

REFEREED JOURNAL ARTICLES

- Watson, Lisa** and Mark T. Spence (2007) "Causes and Consequences of Emotions on Consumer Behaviour: A Review and Integrative Cognitive Appraisal Theory", *European Journal of Marketing*, 41 (5/6), June, pp. 487 - 511.
- Lavack, Anne M., **Lisa Watson**, and Julie Markwart (2007) "International Quit and Win: A Social Marketing Success Story", *Social Marketing Quarterly*, 8 (1), Spring, pp. 31-52.
- Watson, Lisa** and Phil Stocks (2006/2007) "Superhero By Numbers", *Refractory: A Journal of Entertainment Media*, 10, <http://www.refractory.unimelb.edu.au/journalissues/vol10/WatsonStocks.html> (invited paper and lead article).
- Watson, Lisa** and Sudhir Kale (2003) "Know When to Hold Them: Applying the Customer Lifetime Value Concept to Casino Table Gaming", *International Gambling Studies*, 3 (1), June, pp. 89-101.

REFEREED CONFERENCE PROCEEDINGS

- Rudin-Brown, Christina M., Peter C. Burns, Anne M. Lavack, **Lisa M. Watson**, James H. Mintz, and Bernie Colterman (2008), "Be driving excitement! Accelerate the future! Zoom-zoom!: Unsafe themes in recent Canadian automotive advertisements," presentation at Canadian Multidisciplinary Road Safety Conference, Whistler, B.C., June 8-11.

- Watson, Lisa** (2007) “Consumer Entitlement As Social Learning: A Conceptual Framework”, accepted for presentation and publication at Administrative Sciences Association of Canada (ASAC) Conference, Ottawa, Canada.
- Watson, Lisa** and Mark T. Spence (2006) “Do Pleasantness and Goal-Related Appraisals Work in Concert to Drive Emotions? Evidence from Two Empirical Studies”, Asia-Pacific Advances in Consumer Research (ACR), Sydney, Australia, June 15-18.
- Watson, Lisa** and Mark T. Spence (2005) “The Importance of Agency Appraisals in Eliciting Consumption Related Emotions”, Australia New Zealand Marketing Academy Conference (ANZMAC), Fremantle, Australia, December 5-7.
- Watson, Lisa** and Mark T. Spence (2004) “Forced Repurchases Resulting from Unanticipated Property Losses: Time, Emotion and Attribution Impacts”, Australia New Zealand Marketing Academy Conference (ANZMAC), Marketing Accountabilities and Responsibilities, Wellington, New Zealand, November 29-December 1.
- Watson, L., B. Orser, A. Riding, J. Townsend and R. Clynick** (1999) “Going for It! Exports as a Road to Growth for Women-Owned Canadian Businesses” Canadian Council of Small Business and Entrepreneurship (CCSBE) 16th Annual Conference Proceedings, Entrepreneurship: Peaks and Valleys, Banff, Alberta, November 11–13, pp. 41-55.
- Best Student Paper Award**
- Watson, Lisa M., George H. Haines, Jr. and Allan L. Riding** (1998) “Decision-Making by Canadian Angels: A Qualitative Analytic Approach” Canadian Council of Small Business and Entrepreneurship (CCSBE) 15th Annual Conference Proceedings, Exploring the Diversity of Entrepreneurship, Halifax, Nova Scotia, October 15-17, pp. 2-10.

REFEREED CONFERENCE PRESENTATIONS

- Lavack, Anne, M., **Lisa Watson** and Patrick Copper (2007) “Tobacco Advertising in Chatelaine and Maclean’s: A Content Analysis”, accepted for presentation and publication at Administrative Sciences Association of Canada (ASAC) Conference, Ottawa, Canada.
- Lavack, Anne M. and **Lisa Watson** (2006) “Consumer Values: Correlates and Current Uses” as part of a special session entitled “Values Research: Past, Present, and Future”, Association of Consumer Research (ACR) Asia-Pacific Conference, Sydney, Australia, June 15-18.
- Watson, Lisa** and Phil Stocks (2005) “Superhero By Numbers”, Presented at Holy Men in Tights: A Superhero Conference, Melbourne, Australia, June 9-12.
- Watson, Lisa** and Stephen Holden (2003) “Comparing Predictive Ability of Technology Adoption Models: Methodological Difficulties in the Meta-analysis of Structural Equations Models” as part of a special session entitled “Achieving Principles of Marketing from Meta-Analyses Findings”, American Marketing Association (AMA) Winter Educator’s Conference, Orlando, Florida, February 14-17.
- Watson, Lisa** (2000) “Canadian Consumer Distrust of On-line Privacy and its Effects on E-commerce”, accepted for presentation at ICSB World Conference, Brisbane, Australia, June 7-10.

BOOK CHAPTERS

Charlebois, Sylvain and **Lisa Watson** "Risk Communication and Food Recalls: A conceptual model and empirical investigation of risk perceptions resulting from the outbreak of *E. coli O157:H7* on fresh spinach", in *Controversies in Food and Agriculture Marketing*, eds. Adam Lindgree, Martin Hingley and Joelle Vanhamme (Aldershot etc: Gower) (accepted, forthcoming)

OTHER PAPERS AND PRESENTATIONS

Watson, Lisa (2006) "Measuring Emotions: Promises and Pitfalls", invited research presentation, Griffith University, Australia, June 9.

Watson, Lisa and Mark T. Spence (2004) "The Effects of Outcome Desirability and Agency on Decision-Making Processes: A Marketing Perspective", 2nd Brisbane Symposium on Emotions and Work Life, University of Queensland, Australia, November 26.

CASE STUDIES IN TEXTBOOKS

Watson, Lisa (2004) "The Ultimate Advantage", in Kotler, Philip, Linden Brown, Stewart Adam and Gary Armstrong (Eds.), *Marketing*, 6th edition, pp. 771-773.

Watson, Lisa and Stephen J.S. Holden (2004) "New Technology versus Nostalgia and Tradition", in Kotler, Philip, Linden Brown, Stewart Adam and Gary Armstrong (Eds.), *Marketing*, 6th edition, pp. 200-202.

TEACHING EXPERIENCE

Assistant Professor, Faculty of Business Administration, University of Regina	July 2005 to present
Research Methods in Management	
Introduction to Marketing	
Management of Promotion	
Consumer Behaviour	
Faculty of Business, Bond University	
Lecturer, Promotional Design & Planning	May 2002 to January 2004
Tutor, Introduction to Marketing	January 2000 to January 2004
School of Business, Carleton University	
Sessional Lecturer, Basic Marketing	Summer 1998, Winter 1997
Mini-course instructor, "Show Me the Money!"	May 1998, May 1999
Teaching Assistant, Introduction to Marketing	January 1996 to April 1998

PUBLIC SERVICE

BOARD AND EXECUTIVE MEMBERSHIPS

- Public Appointee, Certified General Accountants Association of Saskatchewan Board of Governors, October 9, 2007 to October 9, 2010. Committee membership: Discipline.
- Chair, Freeform Solutions Board of Directors.
- Member, Youth Engineering and Science and Virtual Adventures Camps Canada (YES-VACC) Board of Directors (now ACTUA), 1998-2000.

CEPSM CONSULTING

- Mintz, James. H., **Lisa Watson**, and Anne M. Lavack (in progress, completion February 2009) Study of Consumer Motives for Purchasing Fuel Efficient Vehicles, Pollution Probe.
- Mintz, James. H., Anne M. Lavack, **Lisa Watson**, and Bernie Colterman (2007) Study of Positive and Negative Themes in Canadian Automotive Advertising, Transport Canada.

OTHER CONSULTING

Research Assistant, Conference Board of Canada September to December 1999
Orser, Barbara (2000) Creating High-Performance Organizations: Leveraging Women's Leadership, Conference Board of Canada, June.

Research Assistant, December 1997 to December 1999
Carleton University and Equinox Management Consultants
Various projects dealing with private investment and women in business.

Research Consultant, January 1999
Department of Foreign Affairs and International Trade Canada
Orser, Barbara, Eileen Fischer, Sue Hooper, Rebecca Reuber and Allan Riding (1999)
Beyond Borders: Canadian Businesswomen in Trade, DFAIT Canada, March.

PROFESSIONAL MEMBERSHIPS

- Society for Consumer Psychology
- Association for Consumer Research
- American Marketing Association