

# THEODORE J. NOSEWORTHY

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## EDUCATION

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Ph.D.	Marketing Ivey School of Business, University of Western Ontario Advisor: Dr. June Cotte	2012
M.Sc.	Marketing & Consumer Studies College of Management & Economics, University of Guelph Advisor: Dr. Towhidul Islam	2008
M.B.A.	College of Management & Economics, University of Guelph	2006
B.Comm.	Hospitality & Tourism Management Ted Rogers School of Management, Ryerson University (Minors: Marketing/Cognitive Psychology)	2005

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## ACADEMIC APPOINTMENTS

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Associate Professor <i>Canada Research Chair</i> (Tier II) <i>Scientific Director</i> : NOESIS Lab	Schulich School of Business Department of Marketing York University	2014—present
Associate Professor (Tenured 2012) <i>University Research Chair</i> (Tier I) <i>Scientific Director</i> : NOESIS Lab	College of Management & Economics Department of Marketing & Consumer Studies University of Guelph	2012—2014 (current adjunct)
Adjunct Professor	Carl H. Lindner College of Business Department of Marketing University of Cincinnati	2012—2013

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## RESEARCH INTERESTS

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New Product Design & Innovation • Category Learning • Context Effects • Visual Processing

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## RESEARCH GRANTS

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- CFI Infrastructure Grant: “*The Innovation, Design, and Consumption Laboratory*” (2014)  
• \$395,736 (principal, sole applicant).
- SSHRC Insight Grant: “*How ‘Functional Foods’ Lead to Over-Consumption*” (2013—2016)  
• \$92,600 over three years (principal, sole investigator).
- SSHRC Institutional Grant (SIG) – Travel Grant (2012, 2013)

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**PUBLICATIONS** (*h-index* = 6)
 

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**Refereed Journal Publications:** (\* = equal authorship between the first two authors; † = graduate student)

1. Noseworthy, Theodore J., Fabrizio Di Muro, and Kyle B. Murray (2015), “Building Excitement Around a Product Launch? Maybe You Shouldn’t! The Role of Arousal in Congruity-Based Product Evaluation,” *Journal of Consumer Research*, (Forthcoming).
2. Sundar, Aparna<sup>†</sup> and Theodore J. Noseworthy (2014), “Place the Logo High or Low? Using Conceptual Metaphors of Power in Packaging Design,” *Journal of Marketing*, (Forthcoming).
3. Wood, Michael O.<sup>†</sup>, Theodore J. Noseworthy, and Scott R. Colwell (2013), “If You Can’t See the Forest for the Trees, You Might Just Cut Down the Forest: The Perils of Forced Choice on “Seemingly” Unethical Decision-Making,” *Journal of Business Ethics*, 118 (December), 515–27.
  - businessnewsdaily.com carries story, “Leaders make best decisions when they don’t have to,” Jan. 24, ‘13.
  - sciencedaily.com, psyppost.org, eurekaalert.org, amminews.com, indianexpress.com, and dnaindia.com carry story, “Forcing choice may hamper decision-making,” Jan 24, ‘13.
  - psycentral.com carries story, “Forced choice can lead to unethical decision-making,” Jan, 24, ‘13.
  - completewellbeing.com carries story, “Not forcing managers to pick from alternatives makes them choose better,” Jan 24, ‘13.
  - hngn.com carries story, “Managers work better when not forced to make a choice,” Jan 28, ‘13.
  - bps.org.uk carries story, “Forced choice makes for poor decisions,” Feb 12, ‘13.
  - medindia.net carries story, “Choosing between competing alternatives may negatively impact decision-making, Jan 19, ‘13.
- 4.\* Di Muro, Fabrizio and Theodore J. Noseworthy (2013), “Money Isn’t Everything but It Helps If It Doesn’t Look Used: How the Physical Appearance of Money Influences Spending,” *Journal of Consumer Research*, 39 (April), 1330–42.
  - Time (Business & Money) carries story, “Why dirty-looking money makes us spend more,” Nov. 7, ‘12.
  - Bloomberg Business Week carries story, “Why we like crisp, new dollar bills,” Nov. 13, ‘12.
  - Wall Street Journal carries story, “To limit spending, carry only crisp new bills,” Nov. 13, ‘12.
  - The Atlantic Wire carries story, “People save crisp bills, spend grubby ones,” Nov. 13, ‘12.
  - Forbes carries story, “Dirty money spends faster,” Nov. 13, 2012.
  - Global News broadcasts television interview, “Dirty money and spending,” Nov. 14, ‘12.
  - Cosmopolitan carries story, “The easiest way to save money—ever,” Nov. 14, ‘12.
  - Toronto Sun carries interview, “Canadians self-conscious about their cash,” Nov. 15, ‘12.
  - The Smithsonian carries story, “To save money, ask for pretty, new dollar bills,” Nov. 15, ‘12.
  - The Telegraph UK carries story, “Filthy banknotes get spent more quickly than crisp banknotes,” Nov. 15, ‘12.
  - Yahoo Finance carries interview, “‘Dirty money’ affects spending behavior, new study finds,” Nov. 15, ‘12.
  - NBC News carries story, “We spend grubby bills and keep the crisp ones,” Nov. 15, ‘12.
  - QR77 Calgary Today broadcasts live radio interview, Nov. 15, ‘12.
  - Financial Times carries story, “Something for the weekend,” Nov. 16, ‘12.
  - Winnipeg Free Press carries interview, “Dirty money fuels economy,” Nov. 16, ‘12.
  - KGO Radio San Francisco broadcasts live radio interview, Nov 17, ‘12.
  - The Guelph Mercury and Kitchener Record carry interview, “Note to self: You’ll spend less with clean bills,” Nov. 29, ‘12.
  - The Daily Beast carries story, “The Dirty Money Stimulus (Literally),” Dec. 1, ‘12.
  - Chicago Tribune features article in the story, “School of Smarter Spending,” Dec. 7, ‘12.
  - CBC news carries interview, “Old notes are the first to be spent,” Dec. 26, ‘12.
  - New York Times Syndicate covers story as part of “Tips and Talking,” Dec. 28, ‘12.
  - The Voice of Russia carries interview, “Could dirty money help revive the economy?” Jan 22, ‘13.
  - The Toronto Star carries story, “New money: People spend less if they’re using crisp bills,” April 2, ‘13.
  - WWMT-TV broadcasts, “Americans love to spend dirty money,” April 2, ‘13.
  - The Huffington Post carries story, “7 ways to trick yourself into spending less,” Nov 4, 13
  - Canadian Council for the Advancement of Education (CCAEE) silver medal in 2012 for best English news release.

5. Noseworthy, Theodore J., Juan Wang,<sup>†</sup> and Towhidul Islam (2012), “How Context Shapes Category Inferences and Attribute Preference for New Ambiguous Products,” *Journal of Consumer Psychology*, 22 (October), 529–54.
6. Noseworthy, Theodore J. and Remi Trudel (2011), “Looks Interesting But What Does It Do? Evaluation of Incongruent Product Form Depends on Positioning,” *Journal of Marketing Research*, 48 (December), 1008–19.
  - Marketing Tribune (issue 11) carries story, “*Duizend liedjes in je broekzak*” (*One thousand songs in your pocket*), June 7, ‘11.
  - ascribe.org carries story, “*If the shoe fits, wear it -- even if it doesn't look like a shoe,*” Dec. 12, ‘11.
7. Noseworthy, Theodore J., June Cotte, and Seung H. Lee (2011), “The Effects of Ad Context and Gender on the Identification of Visually Incongruent Products,” *Journal of Consumer Research*, 38 (August), 358–75.
  - sciencemagnews.com, nydailynews.com, sciencenewsline.com, sciencedaily.com, esciencenews.com, sciencecodex.com, ecnmag.com, eurekaalert.org, newsguide.us, redorbit.com, psypost.org, cowboyeconomics.com, highbeam.com, and physorg.com carry story, “*Don't understand what the product is? Ask a woman,*” Jan. 18, ‘11.
  - topnews.in, newstrackindia.com, dailyindia.com, indiatalkies.com, southasiannewspapers.com, thaindian.com, newkarala.com, dnaindia.com, and connect.in.com carry, “*Women better than men at figuring out unusual products,*” Jan. 19, ‘11.
  - The Globe and Mail carries story, “*What was that ad for?*” Jan. 21, ‘11.
  - The National Post carries interview, “*Context is queen,*” March 11, ‘11.
  - The Montreal Gazette, Calgary Herald, Ottawa Citizen, Vancouver Sun carry Financial Post interview “*Context is everything,*” March 11, ‘11.
8. Noseworthy, Theodore J. and Miranda R. Goode (2011), “Contrasting Rule-Based and Similarity-Based Category Learning: The Effects of Mood and Prior Knowledge on Ambiguous Categorization,” *Journal of Consumer Psychology*, 21 (July), 362–71.
  - ascribe.org and highbeam.com carry, “*Looks like a duck, but doesn't quack: Products that break rules confuse customers,*” April 11, ‘11.
  - The Globe and Mail carries video interview for their Leading Thinker Series, “*With innovation, looks can define function,*” available April 21<sup>st</sup> ‘11 at <http://www.theglobeandmail.com/news/opinions/leading-thinkers/with-innovation-looks-can-define-function/article1994340/>, and also carries, “*Why people insist a stapler look like a stapler,*” available April 21<sup>st</sup> 2011 at <http://www.theglobeandmail.com/news/opinions/leading-thinkers/why-people-insist-a-stapler-look-like-a-stapler/article1994346/>.
9. Lee, Seung H., June Cotte, and Theodore J. Noseworthy (2010), “The Role of Network Centrality in the Flow of Consumer Influence,” *Journal of Consumer Psychology*, 20 (January), 66–77.
  - ascribe.org carries story “*Popularity and influence don't necessarily go hand-in-hand,*” Feb. 9, ‘10.
  - physorg.com and tmcnet.com carry story, “*Study on social networks shows popular people are influenced by others,*” Feb. 11, ‘10.
10. Noseworthy, Theodore J., Karen Finlay, and Towhidul Islam (2010), “From a Commodity to an Experience: The Moderating Role of Thematic Positioning on Congruity-Based Product Judgment,” *Psychology & Marketing*, 27 (May), 465–86.
  - MS Thesis – Accepted for publication: October, ‘08
11. Noseworthy, Theodore J. and Karen Finlay (2009), “A Comparison of Ambient Casino Sound and Music: Effects on Dissociation and on Perceptions of Elapsed Time While Playing Slot Machines,” *Journal of Gambling Studies*, 25 (September), 331–42.

### Manuscripts Under Review/Revision: (Please contact for actual titles)

12. “Category Evolution and New Products” with Charan Bagga<sup>†</sup> and Niraj Dawar (2<sup>nd</sup> Round JCP).
13. “Dirty Money” with Chelsea Galoni<sup>†</sup> (2<sup>nd</sup> Round JCP).

14. “New Product Preference” with Sean Hingston<sup>†</sup> (2<sup>nd</sup> Round *IJRM*).
15. “Status in Package Design” with Aparna Sundar<sup>†</sup> and Frank Kardes.

### **Select Manuscripts in Progress:** (Top 5 most developed beyond conceptualization stage)

- “Category Ambiguity and Health Halos” with Frank Kardes and Aparna Sundar.
- “Fragility in Product Design” with Derek Taylor and Sean Hingston.
- “Conjunctive Rules and Incongruent Products” with Kyle B. Murray and Fabrizio Di Muro.
- “Anthropomorphism in New Products” with Derek Taylor.
- “How Emotions Shape Category Judgments” with Sean Hingston.

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## **PROCEEDINGS & PRESENTATIONS**

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### **Refereed Conference Proceedings:** (Full papers)

1. Sundar, Aparna, Theodore J. Noseworthy, and Karen Machleit (2013), “Beauty in a Bottle: Product Aesthetics Cues Efficacy Beliefs of Product Performance,” in *NA - Advances in Consumer Research*, 41, eds. Simona Botti and Aparna Labroo, Duluth, MN: Association for Consumer Research, (Forthcoming).
2. Noseworthy, Theodore J., Seung H. Lee, and June Cotte (2010), “Context as a Source of Clarity: The Effects of Ad Context and Gender on Consumers’ Processing of Product Incongruity,” in *NA - Advances in Consumer Research*, 37, eds. Campbell, Margaret C., Jeff Inman, and Rik Pieters, Duluth, MN: Association for Consumer Research, 400 – 05.

### **Refereed Conference Presentations:** (Published abstracts of full papers)

1. “Role of Critical Thinking in Negative Labels,” *Association for Consumer Research (ACR), North American Conference* (October 2014) Baltimore, with Aparna Sundar, Frank R. Kardes, and Joshua J. Clarkson.
2. “Does Dirty Money Drop Product Valuations?” *Society for Consumer Psychology (SCP) Annual Winter Conference* (March 2014) Miami, with Chelsea Galoni.
3. “The Role of Arousal in Schema-based Evaluation,” *Association for Consumer Research (ACR), North American Conference* (October 2013) Chicago, with Fabrizio Di Muro and Kyle B. Murray.
4. “Disaggregating Preference Stability into Core and Supplementary Attributes,” *35<sup>th</sup> ISMS Marketing Science Conference*, (July 2013) Istanbul, Turkey, with Fangzhou Xu and Towhidul Islam.
5. “Parody of Package Design,” *The Society of Consumer Psychology (SCP) Annual Summer Conference*, (July 2013) Hawaii, with Aparna Sundar and Peter Chamberlain.

6. "Psychological Distance and Seemingly Unethical Decision-Making," *Academy of Management Annual (AOM) Meeting*, (August 2012) Boston, with Michael O. Wood and Scott R. Colwell.
7. "The Impact of Ambient Adjustments on the Temporal Monitoring of At-Risk Gamblers," Special Session on Consumer Gambling: Building Disciplinary Connections for Better Understandings, *Association for Consumer Research (ACR), North American Conference* (October 2011) St. Louis, with Karen Finlay and June Cotte.
8. "Examining the Single Category Belief Problem in Hybrid Product Choice: The Impact of Choice Composition and Category Cue," *Society for Consumer Psychology (SCP) Annual Winter Conference* (February 2011) Atlanta, with Juan Wang and Towhidul Islam.
9. "Dissociation and Gambling," Special Session on Understanding Differences Between Recreational and Problem Gambling: Implications to Marketing and Public Policy, *American Marketing Association (AMA), Summer Marketing Educators Conference*, (August 2010) Boston, with June Cotte and Karen Finlay.
10. "Market Reaction to Negative Environmental Events: An Event Study of 10 Oil and Gas Companies," *44th Annual Conference of the Canadian Economic Association (CEA)*, (May 2010) Quebec, with Scott R. Colwell and Vitali Alexeev.
11. "When We Confuse Market Economics as Market Ethics: Evidence from an Event Study," *The International Association for Business and Society (IABS)*, (June 2009) Colorado, with Scott R. Colwell.

### **Refereed Conference Posters:** (Working paper sessions)

1. "Purchasing Happiness: The Effect of Authenticity on Consumption Behavior," *Association for Consumer Research (ACR), North American Conference* (October 2014) Baltimore, with Justin McManus.
2. "Fragile Products and Their Conscientious Owners," *Association for Consumer Research (ACR), North American Conference* (October 2014) Baltimore, with Derek Taylor and Sean Hingston.
3. "Branded High: Using Conceptual Metaphors of Power to Enhance Product Positioning." *33rd Annual Advertising and Consumer Psychology Conference: The Psychology of Design*, (May 2014) Michigan, with Aparna Sundar.
4. "Pride and Category Ambiguity," *The Society of Consumer Psychology (SCP) Annual Winter Conference*, (February 2014) Miami, with Sean Hingston.
5. "When Seeing Leads to Doing: The Powerful Influence of Fit Between Imagery Perspective and Regulatory Focus," *The Society of Consumer Psychology (SCP) Annual Winter Conference*, (February 2012) Las Vegas, with Jodie Whelan.
6. "When Functional Knowledge and Aesthetic Benefits Collide: The Impact of Incongruent Product Information on Hedonic Consumption," *The Society of Consumer Psychology (SCP) Annual Winter Conference*, (February 2010) Florida, with Remi Trudel.

**Invited Talks:** (Non-job talk)

“The Role of Arousal in Schema-based Evaluation?” *Marketing Seminar Series*, Alberta School of Business, University of Alberta, 2014.

“Is Temporally Inconsistent Preference Really the Result of Goal-dependent Construals?” *Marketing Research Seminar Series*, Schulich School of Business, York University, 2013.

“How Temporal Distance Influences Goal Activation,” *Marketing Seminar Series*, Laurier School of Business & Economics, Wilfrid Laurier University, 2013.

“Learn from Yesterday, Live for Today, Hope for Tomorrow: How Mental Time Travel Leads to Preference Instability for New Products,” *The Second Breakfast Club*, Carl H. Linder College of Business, University of Cincinnati, 2013.

“Money isn’t Everything but it sure Helps if it’s Pretty: How the Visual Aesthetics of Money Influences Spending.” *Kellogg Marketing Seminar Series*, Kellogg School of Business, Northwestern University, 2012.

“Contrasting Rule-Based and Similarity-Based Category Learning: The Effects of Mood and Prior Knowledge on Ambiguous Categorization.” *41<sup>st</sup> Annual Haring Symposium*, Kelley School of Business, Indiana University, 2011.

“Dominant Attributes versus Perceptual Similarity in the Categorization of Hybrid Products.” *Annual Marketing Research Series*, College of Management & Economics, University of Guelph, 2011.

“The Effect of Type of Product Positioning on Consumer Evaluations of Incongruent Form.” *4<sup>th</sup> Annual Ivey Symposium on Consumer Behavior*, Ivey School of Business, University of Western Ontario, 2011.

“Context as a Source of Clarity: The Effects of Ad Context and Gender on Consumers’ Processing of Product Incongruity.” *Annual Marketing Research Series*, College of Management & Economics, University of Guelph, 2010.

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**PAST SCHOLARSHIPS, FELLOWSHIPS, & AWARDS**

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SSHRC Joseph-Armand Bombardier Canada Graduate Scholarship (CGS) Doctoral (2009—2012)  
Haring Symposium Fellow (2011)

AMA-Sheth Consortium Fellow (2011)

Ontario Graduate Scholarships (2008 & 2009)

C. B. (Bud) Johnston Ontario Graduate Scholarship, Ivey School of Business (2009)

Distinguished Scholar Medal, University of Guelph (2009)

Plan of Excellence Doctoral Fellowship, Ivey School of Business (2008)

Berdie & Irvin Cohen Doctoral Business Scholarship, Ivey School of Business (2008)

Connor, Clark & Lunn Ontario Graduate Scholarship, Ivey School of Business (2008)

Dean’s Scholarship, Ivey School of Business (2008)

Governor General’s Award Nominations (2008, 2009, & 2012)

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**TEACHING** (Evaluations averaged across sections where applicable)
 

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\* denotes statistical outlier within the department and school

**University of Guelph:**

Consumption Behaviour II	4.69/5.00 * [ <u>Self-designed PhD/MSc graduate seminar</u> ]
Research Methods/Stats (advanced)	4.53/5.00 *
Market Feasibility & Valuation	4.50/5.00 * [ <u>Self-designed MBA graduate elective</u> ]
Marketing in the Hospitality Industry I	4.40/5.00
Services Marketing	4.66/5.00 *
Marketing in the Hospitality Industry II	4.25/5.00
Marketing Strategy	4.14/5.00
Marketing Research Seminar	4.56/5.00 *

**Teaching Recognition**

- University of Guelph Faculty Association (UGFA) Teaching Award Nomination (2013)
- Central Student's Association (CSA) Teaching Excellence Award Nomination (2013)

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**RELEVANT PROFESSIONAL BACKGROUND**


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INNOVAORB – <i>Leader in Consumer Choice and Innovation Diffusion</i>	2012—present
○ Title: Design and Innovation Consultant	Website: <a href="http://innovaorb.com/">http://innovaorb.com/</a>
COVENCO Consulting LTD	2006—2008
○ Title: Market Feasibility Consultant	
H.V.S International (Hospitality Valuation Services)	2005
○ Title: Consulting & Valuation Analyst	
Ryerson Research Centre	2003—2005
○ Title: Contractual Researcher	

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**INTERNAL SERVICES**


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**Administration:**

University of Guelph, Marketing & Consumer Studies Graduate Coordinator (2013—2014)  
 University of Guelph, Faculty Association (UGFA) Council Committee Member (2012—2014)  
 University of Guelph, Senate Committee Member (2012—2014)

**Graduate Training:** (\* = NOESIS Lab Member)

2014—present	Chih-Wei Hsu*	(MSc thesis committee member, University of Guelph)
2014—present	Nahid Ibrahim*	(MSc thesis committee member, University of Guelph)
2014—present	Andrew Harden*	(MSc thesis committee member, University of Guelph)
2013—present	Derek Taylor*	(MSc thesis advisor, University of Guelph)
2013—present	Justin McManus*	(MSc thesis advisor, University of Guelph)
2012—present	Aparna Sundar	(Adjunct Mentorship, University of Cincinnati)
2012—present	Sean Hingston*	(PhD thesis advisor, York University)

2012—present	Bradly Bain*	(MSc thesis co-advisor, University of Guelph)
2012—present	Tammy Fichman*	(MSc thesis advisor, University of Guelph)
2012—present	Ferdausi Sultana	(PhD thesis committee member, University of Guelph)
2013—2014	Chelsea Galoni*	(Graduate Special Project Supervisor)
2013	Kamila Sobol	(PhD thesis external reviewer, York University)
2012—2014	Fangzhou Xu*	(MSc thesis co-advisor, University of Guelph)
2012—2013	Alex Maranduik*	(MSc thesis co-advisor, University of Guelph)
2012—2013	Rebecca Shabaga	(MSc thesis advisor, University of Guelph)
2012—2013	Suzanne Rath*	(MSc thesis committee member, University of Guelph)
2012—2013	Scott Connors*	(MSc thesis committee member, University of Guelph)
2012—2013	Vera Bogdanovich	(MSc thesis committee member, University of Guelph)
2012	Tyler Hummel	(MSc thesis defence chair, University of Guelph)

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## EXTERNAL SERVICES

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### External Professional Committees/Events:

Program Committee Member for the 2014 *Association for Consumer Research*  
 Co-Host of the 2014 *Southern Ontario Behavioural Decision Research Conference (SOBDR)*  
 Competitive Paper Review Board for the 2013 *Association for Consumer Research*  
 Program Committee Reviewing Member for the 2012 *Association for Consumer Research*

### Ad Hoc Reviewing:

*Journal of Consumer Research* (avg. reviewer score:  $Ed = 4.0$ ,  $AE = 4.8$ )  
*Journal of Consumer Psychology*  
*Marketing Letters*  
*The Association for Consumer Research Conference* (Asia-Pacific, North American, and European)  
*The Society of Consumer Psychology Annual Winter Conference*  
*The Academy of Marketing Science Conference*

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## PROFESSIONAL AFFILIATIONS

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Society for Consumer Psychology (SCP)  
 Association for Consumer Research (ACR)  
 American Marketing Association (AMA)  
 American Psychological Association (APA)