

Rhiannon MacDonnell Mesler, PhD

Rhiannon.Mesler@uleth.ca

+1 403 922 5777

@Rhiannon

EMPLOYMENT HISTORY

Assistant Professor (2016-Present) Marketing, Dhillon School of Business, University of Lethbridge (Calgary, Canada)

Assistant Professor (2013-2016) Marketing, Cass Business School, City University London (London, UK)

Intern (2012), Department of Management, United Nations (New York, NY)

Graduate Instructor (2009-2011), Haskayne School of Business, University of Calgary (Calgary, Canada)

Teaching Assistant (2010), Haskayne School of Business, University of Calgary

Vice President (2008-2009), Contac Services Ltd (Marketing Services; Vancouver, BC)

Instructor (2008), Department of Behavioural Science, Ambrose University College (Calgary, Canada)

Psychological Assistant (2007-2008), SPB Organizational Psychology (Calgary, Alberta)

Lab Instructor (2006-2007), Department of Behavioural Science, Ambrose University College (Calgary, Canada)

Teaching Assistant (2005-2007), Department of Psychology, University of Calgary (Calgary, Canada)

ACADEMIC PREPARATION

Postdoctoral Fellowship, Marketing, Alberta School of Business, University of Alberta (Edmonton, Canada), 2013. Supervising Faculty: Jennifer Argo

Ph.D., Management, Specialization in Marketing, Haskayne School of Business, University of Calgary (Calgary, Canada), 2012. Supervising Faculty: Katherine White

M.Sc., Industrial-Organizational Psychology, University of Calgary (Calgary, Canada), 2008.

B.A. (Honours), Psychology, University of Waterloo (Waterloo, Canada), 2005.

PEER-REVIEWED PUBLICATIONS

- MacDonnell, R. & White, K.: “How Construals of Money Versus Time Impact Consumer Charitable Giving” (2015), *Journal of Consumer Research*.
- Steel, P. D. G. & MacDonnell, R. *When Rewards Go Wrong: A Tale of Five Motivational Misdirects* (2012), *Performance Improvement Journal*, 51(8), p. 19-25.
- White, K., MacDonnell, R., & Ellard, J. *Fair is Fair: Consumer Just World Beliefs and Intentions and Behaviors Towards Fair Trade Products*. (2012), *Journal of Marketing*, 76(1), p. 103-118.
- White, K., MacDonnell, R., & Dahl, D. (2011) *It's the Mindset that Matters: The Role of Construal Level and Message Framing in Influencing Consumer Conservation Behaviors*. *Journal of Marketing Research*, 48(3), p. 472-485.
- Harker-Martin, B & MacDonnell, R. *Is Telework Effective for Organizations? A Meta-Analysis of Empirical Research on Perceptions of Telework and Organizational Outcomes* (2011), *Management Research Review*, 35(7).
- MacDonnell, R., O'Neill T., Kline, T. J. B. & Hambley, L. A. (2009) *Bringing Group-Level Personality to the Electronic Realm: A Comparison of Face-to-Face and Virtual Contexts*. *The Psychologist-Manager Journal*, 12(1), p. 1-24.
- Hambley, L. A., O'Neill, T., MacDonnell, R., Greidanus, N. & Kline, T. J. B (2009) *Predicting Teleworker Success: The Role of Personality, Motivational, and Situational Characteristics*. *New Work, Employment and Technology*, 24(2), p. 144-162.

RESEARCH IN PREPARATION

- Webber, V., Moore, S., Argo, J. & MacDonnell Mesler, R.: “How Do I Love Thee and How Many Should I Tell: Wedding Guest Number and Marriage Length, Satisfaction, and Divorce” (2nd Round Revise & Resubmit, *Journal of Consumer Research*; FT50/A*)
- MacDonnell Mesler, R. & Simpson, Bonnie: “Selfishly Prosocial? How Affective Cues and Forecasting Impact Independent Consumers’ Generosity” (under review [2nd round], *International Journal of Research in Marketing*; A*)
- MacDonnell Mesler, R., Harker-Martin, B. & Corbin, C.: “Teacher Mindset Promotes Growth Mindset Development in Students” (under review, *Journal of Applied Developmental Psychology*)
- MacDonnell Mesler, R., Leary, R. B., & Montford, W. J.: “Masculinity Stress Increases Red Meat Consumption” (under review, *Appetite*; A)
- Howie, K., MacDonnell Mesler, R., Tu, Christy & Chernishenko, J.: “Protestant Work Ethic and Consumer Vulnerability to Multilevel Marketing Recruitment Appeals” (under review, *Journal of Business Ethics*; FT50/A*)
- Chernishenko, J., MacDonnell Mesler, R., & Basil, D. Z.: “I *Can* Be Perfect: Growth Mindset Moderates the Effect of Perfectionism on Disordered Eating Behavior” (under review, *Appetite*; A).
- MacDonnell Mesler, R., Montford, W. J. & Leary, R. B.: “Masculinity Stress in Consumer Research: A Meta-Analysis and Research Agenda” (in final preparation for *Journal of Public Policy and Marketing*; A*)
- MacDonnell Mesler, R., Besharat, A., & Argo, J: Consumers’ Own Physical Attractiveness Shapes Prosocial Microlending Behavior (manuscript in preparation for *Journal of Marketing Research*; FT50/A*)
- MacDonnell Mesler, R., Simpson, B. & Argo, J.: “Where Beauty Meets Ideology: Why Conservatives (but not Liberals) Lend More Generously to Attractive Borrowers” (manuscript in preparation for *Journal of Consumer Psychology*; A*)
- Howie, K., MacDonnell Mesler, R. & McFerran, B.: “Conservatives’ Revealed Preferences Toward Self-Improvement Products” (manuscript in progress for *Journal of Consumer Psychology*; A*)
- Simpson, B., MacDonnell Mesler, R., & White, K.: “Examining the Relationship Between Resource Scarcity and Food Waste” (4 studies complete; targeted journal: *Journal of Consumer Research*; FT50/A*)
- Moore, S. & Webber, V., Argo, J. & MacDonnell Mesler, R.: Broadcasting versus narrowcasting emotion in social media (7 studies complete)
- Howie, K. & MacDonnell Mesler, R.: “Consumer Political Orientation Drives Moral Decoupling and Consumer Support in the Wake of Endorser Scandal” (2 studies complete)
- MacDonnell, R. & Argo, J.: Money Makes Us Willing, But Does it Also Affect Our Ratings? The Role of Participation Incentives on Social Science Research (1 study complete)

CONFERENCE PRESENTATIONS

MacDonnell Mesler, R., Leary, R. B., Montford, W. J., & Ehrimedafe, A. (2020, May) "Masculinity Stress in Consumer Research: A Meta-Analysis and Research Agenda". Working paper presented at the annual Marketing and Public Policy conference (via Zoom).

Howie, K., MacDonnell Mesler, R., McFerran, B., & Brown, C.* (2020, March) "'I'm A Work in Progress': Consumer Political Orientation Shapes Self-Improvement Product Pursuit". Working paper presented at the annual meeting of the Society for Consumer Psychology, Los Angeles, CA, USA. [received honorable mention for best working paper]

Simpson, B., MacDonnell Mesler, R., Chernishenko, J.*, & White, K. (2020, March) "Having Less But Wasting More? The Counterintuitive Effect of Scarcity on Food Waste". Working paper presented at the annual meeting of the Society for Consumer Psychology, Los Angeles, CA, USA.

Howie, K., MacDonnell Mesler, R., Chernishenko, J., Tu, C.* (2020, March) "It Works if You Work It? Protestant Work Ethic Makes Consumers Vulnerable to Multi-Level Marketing". Working paper presented at the annual meeting of the Society for Consumer Psychology, Los Angeles, CA, USA.

MacDonnell Mesler, R.*, Besharat, A., & Argo, J. (2019, October) "When the 'Beauty' Is Punished by the 'Beast'". Competitive paper presented at the annual meeting of the Association for Consumer Research, Atlanta, GA, USA.

Howie, K.*, MacDonnell Mesler, R. & McFerran, B. (2019, September) "Conservatives' Revealed Preferences Toward Self-Improvement Products". Working paper presented at the Behavioral Insights into Business for Social Good Conference, Vancouver, BC, Canada.

MacDonnell Mesler*, R., Leary, R. B., & Montford, W. (2019, September), "Masculinity and the Maladaptive Consequences of Associative Stereotype Threat Chronicity in Consumption". Competitive paper presented at the Behavioral Insights into Business for Social Good Conference, Vancouver, BC, Canada.

MacDonnell Mesler*, R., Leary, R. B., & Montford, W. (2019, August), "Masculinity and the Maladaptive Consequences of Associative Stereotype Threat Chronicity in Consumption". Working paper presented at the Society for Consumer Psychology conference on Maladaptive Consumption, Seattle, WA, USA.

- MacDonnell Mesler, R.*, Simpson, B. & Argo, J. (2019, February) “Where Beauty Meets Ideology: Why Conservatives (but not Liberals) Lend More Generously to Attractive Borrowers”. Competitive paper presented at the annual general meeting of the Society for Consumer Psychology, Savannah, GA, USA.
- Howie, K. *, MacDonnell Mesler, R. & McFerran, B. (2019, February) “Conservatives’ Revealed Preferences Toward Self-Improvement Products”. Working paper presented at the annual general meeting of the Society for Consumer Psychology, Savannah, GA, USA.
- MacDonnell, R.* & Simpson, Bonnie (2018, June) “How Self-Construal and Anticipated Happiness Impact Charitable Donations of Time versus Money”. Presented at the 2018 JACR Boutique Conference on Prosocial Consumer Behavior, Whistler, BC, Canada.
- MacDonnell, R. & Simpson, Bonnie* (2018, February) “How Self-Construal and Anticipated Happiness Impact Charitable Donations of Time versus Money”. Presented at the Annual Meeting of the Society for Consumer Psychology, Dallas, TX, USA.
- Webber, V., Moore, S., Argo, J., & MacDonnell, R.* (2016, February) “The Public Heart: The Impact of Sharing Emotions on Social Media”. Presented at the Annual Meeting of the American Marketing Association, Las Vegas, NV, USA.
- Cappelletti, C.* & MacDonnell, R. (2016, February), *Power, Legitimacy and Conformity Influence Intention to Purchase Organic Products*. Presented at the Annual Meeting of the Society for Consumer Psychology, St Petersburg, FL, USA.
- Webber, V.*, Moore, S., Argo, J., & MacDonnell, R. (2015, October). *How Do I Love Thee and How Many People Should I Tell: The Relationship between Number of Wedding Guests, Marriage Length, Love, and Divorce*. Annual Meeting of the Association for Consumer Research. New Orleans, LA, USA.
- MacDonnell, R.* & White, K. (2015, May), *When Donating to Address Hunger is More Desirable Than Donating to Serve a Meal: The Role of Message Alignment and Perceived Abundance on Consumer Charitable Giving*. Annual Meeting of the European Marketing Academy, Leuven, Belgium.
- Webber, V.*, Moore, S., MacDonnell, R., & Argo, J., (2014, October) “The Public Heart: The Impact of Sharing Emotions on Social Media”. Annual Meeting of the Association for Consumer Research, Baltimore, USA.
- MacDonnell, R.* (2014, June), *Time for the Sad, Money for the Happy? The Role of Social Approach on Consumer Willingness to Contribute Charitably*. Annual Meeting of the European Marketing Academy, Valencia, Spain.

- MacDonnell, R.* (2013, October), *Time for the Sad, Money for the Happy? The Role of Social Approach on Consumer Willingness to Contribute Charitably*. Annual Meeting of the Association for Consumer Research, Chicago, Illinois.
- MacDonnell, R.* (2013, October), *But I Deserve It! The Impact of Product Positioning on Consumer Intentions Toward Fair Trade Products*. Annual Meeting of the Association for Consumer Research, Chicago, Illinois.
- MacDonnell, R.*, Simpson, B. & Argo, J. (2013, October), *Not Like Everyone Else: The Role of Consumer Uniqueness and Cause-Related Identity in Prosocial Consumer Action*. Annual Meeting of the Association for Consumer Research, Chicago, Illinois.
- Weber, V., Moore, S., Argo, J. & MacDonnell, R. (2013, October), *The Public Heart: The Effect of Broadcasting on Emotional Intensity and Well-Being*. Annual Meeting of the Association for Consumer Research, Chicago, Illinois.
- MacDonnell, R.* & White, K. (2012, October), *Consumer Construal Level and Charitable Contributions of Time Versus Money*. Annual Meeting of the Association for Consumer Research, Vancouver, British Columbia.
- MacDonnell, R.* & White, K. (2012, August), *Consumer Construal Level and Charitable Contributions of Time Versus Money*. Annual Meeting of the American Marketing Association, Chicago, Illinois.
- MacDonnell, R.* & White, K. (2012, February), *Making Giving Concrete: Consumer Construal Level and Charitable Giving*. Annual Meeting of the Society for Consumer Psychology, Las Vegas, Nevada.
- White, K., MacDonnell, R.* & Ellard, J. (2011, October). *Fair for You and Indulgent For Me: Product Positioning and Consumer Intentions Toward Ethical Products*. Annual Meeting of the Association for Consumer Research. St. Louis, Missouri.
- Dewald, J., Hall, J., MacDonnell, R., & Pablo, A (2011, June). *Reconciling Motivation And Risk-Performance Theories: The Case Of Real Estate Professionals Facing Ruinous Risks*. Barcelona European Business & Economics Conference. Barcelona, Spain.
- MacDonnell, R.* & White, K. (2011, May). *It Matters How You Think About It: The Role of Construal on Consumer Charitable Contributions*. Alberta Graduate Conference. Calgary, AB, Canada.
- White, K., MacDonnell, R.,* & Dahl, D (2010, June). *It's the Mindset that Matters: The Role of Construal Level and Message Framing in Influencing Consumer Conservation Behaviors*. European Conference of the Association for Consumer Research. London, UK.

- Harker-Martin, B & MacDonnell, R. (2009, November) *Is Telework Effective for Organizations? A Meta-Analysis of Empirical Research on Perceptions of Telework and Organizational Outcomes*. Southern Management Association, Asheville, NC, USA.
- White, K., MacDonnell, R., Lamont, L. & Ellard, J. (2009, October), *Fair is Fair: Consumer Just World Beliefs and Intentions and Behaviors Towards Fair Trade Products*. Association for Consumer Research, Pittsburgh, PA, USA.
- MacDonnell, R.,* O'Neill, T., & Kline, T. J. B. (2009, May) *Bringing Group-Level Personality to the Electronic Realm: A Comparison of Face-to-Face and Virtual Contexts*. University of Calgary Graduate Research Conference. University of Calgary, Calgary, Alberta.
- MacDonnell, R.,* O'Neill, T., & Kline, T. J. B. (2007, April). *Personality and Virtual Teams: A Lab- Based Study*. Society for Industrial-Organizational Psychology (SIOP) Conference, New York, NY.
- Hambley, L. A., O'Neill, T., Greidanus, N., MacDonnell, R., & Kline, T. J. B (2007, April) *Predicting Teleworker Success: The Role of Personality, Motivational, and Situational Characteristics*. Society for Industrial-Organizational Psychology (SIOP) Conference, New York, NY.
- MacDonnell, R.,* Holmes, J. G., & Cameron, J. G. (2006, June). *Distance Makes the Heart Grow Worried: Effects of Self Esteem on Worry and Optimism in Close and Long Distance Relationships*. Annual meeting of the Canadian Psychological Association, Calgary, AB.

GRANTS, SCHOLARSHIPS AND AWARDS

- Problem Gambling Seed Grant, UNLV Problem Gambling Institute (\$3,000USD; 2019)
- Insight Development Grant, Social Sciences and Humanities Research Council of Canada (\$64,497; 2019)
- Community of Research Excellence Development Opportunities (CREDO) Grant, University of Lethbridge (\$25,000, 2019).
- Insight Development Grant, Social Sciences and Humanities Research Council of Canada (\$62,219; 2017)
- Dean's Teaching and Learning Prize for Excellence in Teaching, Cass Business School (2015)
- Vice Chancellor's Award for Excellence in Research and Teaching, City University London (2015)
- Pump Priming Grant, Cass Business School, City University London (2013; £5,000)
- Social Sciences and Humanities Research Council of Canada (2013; \$70,000, declined)
- Outstanding Paper Award Winner, Literati Network Awards for Excellence, Emerald Publishing (2013)
- Fellow, Sheth-AMA Doctoral Consortium (2012)

Post-Doctoral Fellowship, Social Sciences and Humanities Research Council of Canada (2012; \$85,000)

Graduate Research Scholarship, University of Calgary (2006; 2007; 2008; 2009; 2010; 2011; \$1,500/ year)

Donald N. Byers Memorial Killam Prize (2010; \$1,000)

Graduate Research Scholarship, University of Calgary (2010; \$1,500)

Izaak Walton Killam Memorial Scholarship, Killam Trust (2010; \$56,000)

Doctoral Fellowship, Social Sciences and Humanities Research Council, Government of Canada (2010; \$40,000)

Graduate Travel Award, University of Calgary (2010; \$2,500)

Canadian Human Resource Planners – Calgary Chapter Award (2008; \$3,000)

Faculty of Graduate Studies Dean’s Entrance Scholarship, University of Calgary (2007; \$6,000; declined)

Alberta Graduate Student Scholarships, Government of Alberta (2007; \$2,000)

Canada Graduate Scholarship (Master’s), Social Sciences and Humanities Research Council, Government of Canada (2006; 19,500)

ACADEMIC SERVICE

Ad Hoc Reviewer, Journal of Consumer Affairs, 2020-Present

Ad Hoc Reviewer, Journal of Social Marketing, 2019-Present

Ad Hoc Reviewer, Social Influence, 2019-Present

Ethics Committee, Dhillon School of Business, 2018-Present

Graduate Faculty Council, University of Lethbridge, 2018-Present

Undergraduate Student Discipline Committee, University of Lethbridge, 2018-Present

Ad Hoc Reviewer, Journal of Consumer Research, 2012-Present

Reviewer, Association for Consumer Research Annual Conference, 2011-Present

Reviewer, Society for Consumer Psychology Annual Conference, 2011-Present

PhD Student Member, Haskayne School of Business Merit Committee, 2011

Trainee Reviewer, Journal of Consumer Research, 2011-2012

PhD Student Member, Haskayne School of Business Faculty Council, 2010-2011

Councilor, Graduate Students Association Council, University of Calgary, 2006- 2007

LEADERSHIP AND COMMUNITY SERVICE

Member, Tomorrow Fund Committee, United Way of Calgary and Area, 2019-Present

Chair, Power and Natural Gas Consumers' Panel, Government of Alberta, 2018-Present

Director (ex officio), Board of Directors, United Way of Calgary and Area (Calgary, AB) 2018-2019

Chair, Women's Leadership Council, United Way of Calgary and Area (Calgary, AB), 2018-Present

Vice Chair, Women's Leadership Council, United Way of Calgary and Area (Calgary, AB), 2016-2018

Trustee, Board of Trustees, City Centre for Charity Effectiveness Trust (London, UK), 2014-Present

Director, Board of Directors, Classroom Champions (Canada), 2012-2015

Member, Advisory Board, Classroom Champions (USA), 2011-2015

Scholar Selection Volunteer, Loran Award, Canadian Merit Scholarship Foundation, 2011-2013

Member, Portfolio Advisory Committee, United Way of Calgary and Area, 2013

Member, Poverty to Possibility Community Investment Committee, United Way of Calgary and Area, 2011-2012

Member, Promotions Committee Social Media Sub-Committee, Calgary Stampede, 2010-2012

Director, Board of Directors, OneProsper, 2011-2012

Director, Board of Directors (ex-officio), United Way of Calgary and Area, 2010-2011

Director, Urban Exposure Project, United Way of Calgary and Area, 2009-2011

Co-Chair, BeCause Initiative, United Way of Calgary and Area, 2009-2011

Member, Campaign Cabinet, United Way of Calgary and Area, 2009-2010