

ETHAN PANCER

Curriculum Vitae – October 2018

CONTACT INFORMATION

923 Robie Street, SB 147
Halifax, Nova Scotia
B3H 3C3

Email: ethan.pancer@smu.ca
Phone: (902) 496-8183

EDUCATION

- 2013 *Ph.D., Marketing*
Smith School of Business, Queen's University
- 2008 *M.Sc., Marketing*
Smith School of Business, Queen's University
- 2007 *B.Com., Commerce*
Smith School of Business, Queen's University
Specialization in Marketing and Psychology
Exchange semester at Copenhagen Business School (2006)

ACADEMIC EMPLOYMENT

- 2018– *Associate Professor of Marketing (with Tenure)*
Sobey School of Business, Saint Mary's University, Halifax, NS, Canada
- 2013–2018 *Assistant Professor of Marketing*
Sobey School of Business, Saint Mary's University, Halifax, NS, Canada
- 2011–2013 *Instructor, Marketing*
Smith School of Business, Queen's University, Kingston, ON, Canada

RESEARCH INTERESTS

Social and interpersonal influences on consumption, appearance-based judgments, social media efficacy, communicating new product innovations, and applications of machine learning

REFEREED JOURNAL ARTICLES

* = equal authorship between authors; † = graduate student; ‡ = undergraduate student

1. Pancer, Ethan, Vincent Chandler, Maxwell Poole†, and Theodore J. Noseworthy (2019), "How Readability Shapes Social Media Engagement," *Journal of Consumer Psychology*, forthcoming.
 - Financial Times top 50 business journal

2. Taylor, Nükhet†, Theodore J. Noseworthy, and Ethan Pancer (2019), “Supersize my Chances: Promotional Lotteries Impact Product Size Choices,” *Journal of Consumer Psychology*, forthcoming.
 - Financial Times top 50 business journal
 - CBC, Yahoo! News, and University Affairs carries story, “Supersize doesn't equal super prize...,” Jul 9, ‘18
3. McShane, Lindsay, Ethan Pancer, and Maxwell Poole† (2018), “The Influence of B2B Social Media Message Features on Brand Engagement: A Fluency Perspective,” *Journal of Business-to-Business Marketing*, forthcoming.
4. Pancer, Ethan, Lindsay McShane, and Maxwell Poole‡ (2017), “Schadenfreude and Product Failures: The Role of Product Deservingness and Product Status,” *Journal of Marketing Management*, forthcoming.
 - Special issue on “The Dark Side of Marketing”
5. Pancer, Ethan, Lindsay McShane, and Theodore J. Noseworthy (2017), “Isolated Environmental Cues and Product Efficacy Penalties: The Color Green and Eco-labels,” *Journal of Business Ethics*, 143(1), 159-177.
 - Financial Times top 50 business journal
6. Pancer, Ethan and Maxwell Poole‡ (2016), “The popularity & virality of political social media: Hashtags, mentions, and links predict likes & retweets of 2016 U.S. presidential nominees’ tweets,” *Social Influence*, 11(4), 259-270.
 - The Globe and Mail carries story, “How Donald Trump uses Twitter to his huge advantage,” Feb 1, ‘17
7. O’Brien, James, and Ethan Pancer (2014), “Complements to Student Evaluations of Instruction,” *The Workplace Review*, October 2014.
8. Pancer, Ethan and Jay Handelman (2012), “The Evolution of Consumer Well-Being,” *Journal of Historical Research in Marketing*, 4(1), 177-189.
 - Top 5 in journal citations (Google Scholar)
9. Ashworth, Laurence, Martin Pyle, and Ethan Pancer* (2010), “The Role of Dominance in the Appeal of Violent Media Depictions,” *Journal of Advertising*, 39(4), 121-134.
 - Special issue on “Violence in Advertising”
 - Re-published as a book chapter in *Advertising and Violence: Concepts and Perspectives* (2014), eds. Nora Rifon, Marla Royne Stafford, and Les Carlson, M.E. Sharpe, Inc.

MANUSCRIPTS IN PROGRESS (most developed)

1. “Machine Learning & Crowdfunding” with Theodore J. Noseworthy, Simon Blanchard, and Maxwell Poole.
2. “Nutritional Content & Virality,” with Maxwell Poole.
3. “Emoji and Brand Engagement” with Lindsay McShane and Maxwell Poole.

4. “Does sex actually sell? A machine learning perspective” with Theodore Noseworthy and Maxwell Poole.
5. “Machine learning and microfinance” with Theodore Noseworthy and Maxwell Poole.

REFEREED CONFERENCE PRESENTATIONS

1. Taylor, Nükhet†, Theodore J. Noseworthy, and Ethan Pancer (2018), “Supersize my Chances: Promotional Lotteries Impact Product Size Choices,” at the Association for Consumer Research, Dallas, TX.
2. Pancer, Ethan, Theodore J. Noseworthy, Simon Blanchard, and Maxwell Poole‡ (2018), “Can a Computer Vision Algorithm Predict New Product Adoption?” at the European Association for Consumer Research Conference, Ghent, Belgium.
3. Taylor, Nükhet†, Theodore J. Noseworthy, and Ethan Pancer (2018), “Supersize my Chances: Promotional Lotteries Impact Product Size Choices,” at the Southern Ontario Behavioral Decision Research Conference, Toronto, ON.
4. Taylor, Nükhet†, Theodore J. Noseworthy, and Ethan Pancer (2018), “Supersize my Chances: Promotional Lotteries Impact Product Size Choices,” at the Administrative Sciences Association of Canada Conference, Toronto, ON.
 - *Received the ASAC Best Paper Award – Honourable Mention*
5. Taylor, Nükhet†, Theodore J. Noseworthy, and Ethan Pancer (2018), “Supersize my Chances: Promotional Lotteries Impact Product Size Choices,” at the Society for Consumer Psychology Conference, Dallas, TX.
6. Pancer, Ethan, Lindsay McShane, and Maxwell Poole‡ (2017), “Emoji and Brand Engagement on Social Media,” at the Association for Consumer Research Conference; San Diego, CA.
7. Pancer, Ethan, Vincent Chandler, and Maxwell Poole‡ (2017), “The Presence of Familiar Words Drive Social Media Likes, Comments, and Shares,” at the Association for Consumer Research Conference; San Diego, CA.
8. Pancer, Ethan, Lindsay McShane, and Maxwell Poole‡ (2017), “Emoji and Brand Engagement on Social Media,” at the American Marketing Association’s Summer Educators Conference; San Francisco, CA.
9. Pancer, Ethan, Vincent Chandler, and Maxwell Poole‡ (2017), “The Presence of Familiar Words Drive Social Media Likes, Comments, and Shares,” at the American Marketing Association’s Summer Educators Conference; San Francisco, CA.
10. McShane, Lindsay, Ethan Pancer, and Maxwell Poole‡ (2017) “Content Characteristics and B2B Social Media Brand Engagement: A Fluency Perspective,” at the American Marketing Association’s Summer Educators Conference; San Francisco, CA.

11. Pancer, Ethan, Lindsay McShane, and Maxwell Poole‡ (2017) “Emoji and Brand Engagement on Social Media,” at Administrative Science Association of Canada; Montreal, QC.
12. Pancer, Ethan and Laurence Ashworth (2015), “The role of product deservingness on schadenfreude after consumer misfortunes,” at Administrative Science Association of Canada; Halifax, NS.
13. Pancer, Ethan, Martin Pyle, and Laurence Ashworth (2014), “Attraction and Repulsion to Violent Media: The Role of Justice and Empathy in the Appeal of Violent Media Depictions” at Association for Consumer Research; Baltimore, MD.
14. Pyle, Martin, Ethan Pancer and Laurence Ashworth (2014), “Is All Fair in War-Themed Video Games?” at Association for Consumer Research; Baltimore, MD.
15. Pancer, Ethan and Laurence Ashworth (2014), “Consumer Schadenfreude: Deservingness of Product Ownership Impacts Affect Following Another’s Product Failure,” at Academy of Marketing Science World Marketing Congress; Lima, Peru.
16. Pancer, Ethan and Lindsay McShane (2014), “It Ain’t Easy Being Green: The Unintended Effects of The Colour Green,” at Administrative Science Association of Canada; Muskoka, ON.
17. Pancer, Ethan and Lindsay McShane (2013), “Gauging Greenwashing and Questioning Quality: The Unintended Effects of Environmental Claims on Perceptions of Product Effectiveness,” at Society for Consumer Psychology; San Antonio, TX.
18. Pancer, Ethan and Laurence Ashworth (2013), “Poseurs: Understanding When Product Use is Perceived as Impression Management,” at Society for Consumer Psychology; San Antonio, TX.
19. Pancer, Ethan and Laurence Ashworth (2013), “Consumer Schadenfreude: Perceived Deservingness Impacts Attitudes Regarding Another’s Product Failure,” Society for Consumer Psychology, San Antonio, TX.
20. O’Brien, James and Ethan Pancer (2013), “Complements to Student Evaluations of Instruction,” at Atlantic Schools of Business; Antigonish, NS.
21. Pancer, Ethan and Laurence Ashworth (2011), “Poseurs: Understanding When Product Use is Perceived as Impression Management,” at Association for Consumer Research; St. Louis, MO.
22. Ashworth, Laurence, Ethan Pancer, and Martin Pyle (2011), “Buying Violence: Understanding the Appeal of Violence in Popular Media,” at Association for Consumer Research; St. Louis, MO.
23. Pyle, Martin, Peter Dacin, and Ethan Pancer (2010), “Hopelessly Devoted? Word-of-Mouth and Diagnosticity in a Stable Preference Context”, at Association for Consumer Research; Jacksonville, FL.

24. Ashworth, Laurence, Ethan Pancer, and Martin Pyle (2010), "Dominance and the Appeal of Violent Media," at Association in Consumer Research – Europe; London, UK.
25. Pancer, Ethan (2009), "What is consumer well-being?: An historical analysis," at Proceedings of the 14th Biennial Conference on Historical Analysis and Research in Marketing, ed. Richard Hawkins, Wolverhampton, UK: CHARM.
 - *Nominated for the David D. Monieson Best Student Paper Award*
26. Pancer, Ethan and Laurence Ashworth (2009), "Getting What They Deserve: The Role of Fairness in Schadenfreude from Another's Product Failure", at Association for Consumer Research – Asia-Pacific; Hyderabad, India.
27. Pancer, Ethan and Allison Johnson (2009), "The Effect of Authenticity and Fit with Company Abilities on Consumer Reactions to Corporate Social Responsibility Initiatives," at Society for Consumer Psychology; San Diego, CA.
28. Pancer, Ethan and Laurence Ashworth (2009), "The Effect of Fairness and Psychological Closeness on Schadenfreude in a Consumption Context," at Society for Consumer Psychology; San Diego, CA.

INVITED (NON-JOB TALK) PRESENTATIONS

1. Pancer, Ethan, Martin Pyle, and Laurence Ashworth (2014), "Understanding the Appeal of Violent Media Depictions," presented at the *University of Guelph Marketing and Consumer Studies Seminar Series*, Guelph, ON.
2. Pancer, Ethan, Martin Pyle, and Laurence Ashworth (2010), "I Came, I Saw, I Conquered: The Role of the Dominance in the Appeal of Violent Media," presented at the *Ivey Consumer Behavior Winter Research Camp*, London, ON.

REFEREED TEACHING CASES

1. Pancer, Ethan, Kyle Gulliver, and Morris MacLeod (2018), "Uber Elevate: The Case for Flying Cars," *Ivey Publishing*.
2. Pancer, Ethan, Anna Ferguson, and Maxwell Poole (2017), "East Coast Lifestyle: Expanding a Regional Apparel Brand," *Ivey Publishing*.
 - Selected to appear in Beamish & Zhao's "Textile and Apparel Industry Casebook" – Ivey Casebook
3. Wiechert, Spencer, and Ethan Pancer (2017), "Newstar Marine & Scooter: Growing a Family Business," *Ivey Publishing*.
4. McKee, Margaret, Ethan Pancer, and Chantal Hervieux (2016), "Hope Blooms: Marketing a Social Enterprise after Dragon's Den," *Ivey Publishing*.
 - *One of the Top 10 best-selling cases in February 2017 (out of 33,000+ case library)*

TEACHING EXPERIENCE

- 2013-Present Instructor for *Marketing Management*
 2017 undergraduate student-rated teaching effectiveness: 4.8 / 5.0
 2017 MBA student-rated teaching effectiveness: 4.9 / 5.0
 Sobey School of Business, Saint Mary's University
***Awarded the 2014, 2016, 2017 Undergraduate Business Professor of the Year**
***Awarded the 2017 MBA Professor of the Year**
- 2016-Present Instructor for *Immersive Learning*
 Case-based learning and external competition advisor
 Sobey School of Business, Saint Mary's University
- 2013 Instructor for *Introduction to Marketing*
 Student-rated teaching effectiveness: 4.75 / 5.0
 Smith School of Business, Queen's University
- 2012 Instructor for *Introduction to Entrepreneurship*
 Instructor for *The Management of New Enterprise*
 Responsible for course lectures and case-based learning as maternity replacement
 Smith School of Business, Queen's University
- 2011 Instructor for *Consumer Behavior*
 Student-rated teaching effectiveness: 4.6 / 5.0
 Led workshops in Qualtrics and SPSS
 Smith School of Business, Queen's University
- Teaching assistant in the Marketing / Strategy Area – Smith School of Business
- 2008-2010 *Creativity, Innovation, and Entrepreneurship* (MBA, AMBA; Kelley Packalen)
- 2009-2010 *Consumer Behavior* (Undergraduate; Laurence Ashworth)
- 2008-2010 *Interpersonal Skills for Managers* (Undergraduate; Paul Cunningham)
- 2007-2009 *Principles of Marketing* (Undergraduate; Laurence Ashworth)
- 2007-2008 *Business Ethics / Corporate Social Responsibility* (Undergraduate; John Phelan)
- 2006-2008 *Leadership* (Undergraduate; John Phelan)
- 2005-2006 *Marketing II* (Undergraduate; Matt Thomson)

SELECTED AWARDS AND ACHIEVEMENTS

Teaching Honours & Recognition

- 2017 **Poets & Quants' "World's Best Business Professors Under 40"**
- The Globe and Mail carries story, "Survey recognizes rising professor stars," March 30, '17
- 2017 MBA Professor of the Year
- 2017 Faculty of Commerce Excellence in Teaching Award
- 2016 Faculty of Commerce Excellence in Teaching Award
- 2014 Faculty of Commerce Excellence in Teaching Award
- 2012 AMA Sheth Foundation Doctoral Consortium Fellow

- 2018 Best Paper – Honourable Mention, Administrative Sciences Association of Canada (ASAC)
- 2009 Best Student Paper Award Nomination, Conference on Historical Research in Marketing (CHARM) David D. Monieson

External Grants

- 2018-20 Social Sciences and Humanities Research Council (SSHRC) Insight Grant:
“Using Computer Vision Algorithms to Optimize the Communication of New Products to Grow the Economy”
- \$95,302 over 3 years (principal investigator)
- 2018 National Research Council Industrial Research Assistance Program (IRAP) (\$5,000)
- 2017 Nova Scotia Innovation and Productivity Voucher Recipient (\$15,000)
- 2014 SSHRC 4A Institutional Research Award (\$5,000)
- 2011-2012 SSHRC Doctoral Fellowship (\$25,000)
- 2010-2012 Ontario Graduate Scholarship (\$30,000)

Internal Scholarships

- 2015-17 David Sobey Centre for Innovation in Retailing and Services Research Grant (\$15,000)
- 2014-18 SMUWorks Research Assistant Grant (\$30,000)
- 2014-17 Dean’s Conference Travel Award (\$15,000)
- 2013 New Faculty Research Grant, Saint Mary’s University (\$5,000)
- 2012 Dr. Shirley Taylor Memorial Fellowship (\$1,400)
- 2010, 2011 Richard J. Hand Graduate Award in Management (\$4,000)
- 2010 The Monieson Centre Research Award (\$3,000)
- 2009-2011 Geoffrey H. Wood Ph.D. Scholarship (\$3,000)
- 2009 Melville S. Hatch Memorial Fellowship (\$774)
- 2009 Richard J. Hand Graduate Bursary (\$1,800)
- 2009 D.I. McLeod Fellowship (\$1,500)
- 2009 Geoffrey H. Wood M.Sc. in Management Award (\$1,500)
- 2007-2011 Queen’s School of Business Award (\$36,500)
- 2007-2009 Queen’s Graduate Award (\$20,000)

SERVICE (SUPERVISION)

- 2016-17 Supervisor, Master’s Research Project (Megan Pollock)
- 2016-17 Supervisor, Directed Studies
- Social Media Research Fundamentals (Maxwell Poole)
 - Social Media Research Applications (Maxwell Poole)
 - Construct a Case (Anna Ferguson, Spencer Wiechert, Morris MacLeod, Kyle Gulliver)

SERVICE (REVIEWING)

Journals

Ad-hoc reviewer for *Journal of Business Ethics*, *Industrial Marketing Management*, *Journal of Advertising*, *Journal of Consumer Affairs*, *Canadian Journal of Administrative Science*, *Canadian Journal of Behavioural Science*

Conferences

Reviewer for competitive papers and working papers for *Association for Consumer Research North America & International conferences*, *Society for Consumer Psychology*, *Academy of Marketing Science*, *World Marketing Congress*, *Administrative Science Association of Canada*, and *Society for Teaching and Learning in Higher Education*

Leadership

Program committee member of 2017 Academy of Marketing Science (CB track)

SERVICE (TEACHING)

2016-18	Bob Shaw MBA case competition coordinator
2017	MBA team coach, Ben Graham Int'l Value Investing Competition (1 st place / 27 teams)
2017	MBA team coach, Ivey-Haskayne MBA Leadership Case Competition (1 st place / 11 teams)
2016	MBA team coach, DeGroot Social Media Video Challenge (1 st place / 14 teams)
2015-17	Judge, David Sobey Retail Case Competition + Retail Concept Competition
2015	Guest speaker on experimental design, Sobey Ph.D. in management
2014-17	Workshop leader, Introduction to Case Method, Sobey MBA
2011	Practice case judge, Royal Roads University International Case Competition
2011	Research advisor, Queen's SIFE (strategies to reduce cafeteria waste)
2011	Mentor, Whaddythink (student-developed customer feedback app)
2010	Judge, Monitor Consulting / Queen's Case Competition
2009-16	Marketing Case Evaluator, Inter-Collegiate Business Competition
2009	Panelist, Corporate Social Responsibility Weekend, Centre for Responsible Leadership
2009	Judge, CSR case competition, Centre for Responsible Leadership
2008	Project evaluator, Queen's Marketing Association Challenge

SERVICE (ADMINISTRATION)

2018	MBA Program Coordinator (Interim – Summer 2018)
2017	ACR Doctoral Symposium Invited Guest and Speaker
2017	Invited guest, Halifax Chamber of Commerce Distinguished Speaker Series
2016-17	Saint Mary's University Senate – Academic Planning Subcommittee
2015-16	Sobey MBA Program Council and Redesign Committee
2015-17	Sobey Websteering Committee
2014-15	Sobey Research Advancement Committee
2014	Sobey Executive MBA Program Nominating Committee
2014	Program Learning Goals Working Group for Ethics and Corporate Social Responsibility; B.Com. Assurance of Learning process for AACSB accreditation
2014	Junior Faculty Rep, AACSB Peer Review Discussant
2011	Founder, Queen's School of Business MSc / PhD Student Committee
2011	Assistant SONA Administrator, Queen's Business Research Pool

2010	Ph.D. representative, School of Business Expansion Communication Taskforce
2010-2012	Ph.D. liaison for incoming students, Marketing MSc / PhD Area
2009	Ph.D. representative, School of Business Faculty Forum
2009	Ph.D. representative, Academic Appeals Committee
2008	Ph.D. representative, Renewal Tenure Promotion Committee

PROFESSIONAL AFFILIATIONS

Association of Consumer Research
Society for Consumer Psychology
Academy of Marketing Science
American Marketing Association
Administrative Sciences Association of Canada

INDUSTRY EXPERIENCE

Rogers Communications Inc. – Marketing Analyst, 2007

- Developed a new reporting package for 14 national magazines, benchmarking annual renewal rates and monthly subscription trends, which created a more efficient reporting process

Interactive Data Corporation (IDC) Canada Ltd. – Research Consultant, 2007

- Profiled key statistics on 1,000+ panel respondents

Magna International Inc. – Financial Analyst, 2006

- Measured budget, forecast, and actual finances for 8 automotive divisions valued at over \$100M

IBM Canada Ltd., Digital Media Solutions – Business Analyst, 2005-2006

- Analyzed opportunity pipeline to track progress to \$100M revenue target

MEDIA

CBC Radio One – “Supersize my chances,” July 9, ‘18

CBC Online – “Supersize doesn't equal super prize despite what some think,” July 9, ‘18

The Globe and Mail – “How Donald Trump uses Twitter to his huge advantage,” February 1, ‘17

The Globe and Mail – “Survey recognizes rising professor stars,” March 30, ‘17

CBC Radio One – “The rebranding of Halifax,” April 16, ‘14

Rogers Connected for Business – “Handling negative customer feedback,” September 25, ‘13