

# ETHAN PANCER

**Sobey Professor of Marketing**  
**Sobey School of Business, Saint Mary's University**  
*Curriculum Vitae – May 2022*

## CONTACT INFORMATION

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Halifax, Nova Scotia  
B3H 3C3

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## EDUCATION

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*Smith School of Business, Queen's University*

2013 Ph.D., Management  
Specialization in Marketing

2008 M.Sc., Management  
Specialization in Marketing

2007 B.Com., Commerce  
Specialization in Marketing and Psychology  
Exchange semester at *Copenhagen Business School* (2006)

## ACADEMIC APPOINTMENTS

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*Sobey School of Business, Saint Mary's University*

2018– Associate Professor of Marketing (with Tenure)

- *Sobey Professorship in Marketing* (2021-26)
- *Faculty Partner*, Government of Nova Scotia's Behavioral Insights Initiative (2022)
- *Guest Editor*, Special Issue on Food Marketing at *Psychology & Marketing* (2022)
- *RBC Talent Hub Faculty-in-Residence*, SMU Entrepreneurship Centre (2021)

2013–2018 Assistant Professor of Marketing

*Smith School of Business, Queen's University*

2011–2013 Instructor, Marketing

## RESEARCH INTERESTS

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Behavioral science, consumer psychology, digital engagement & well-being, consumer perceptions towards sustainable offerings, influences on food choice and healthy eating, interventions for physical distancing during COVID-19, and communicating new product innovations

SELECTED AWARDS AND ACHIEVEMENTS

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*Honours & Recognition*

- 2020 Father William A. Stewart Medal for Excellence in Teaching (university-wide)
- SMU's highest teaching honour, recognizing excellence in teaching and service
- 2018 Best Paper – Honorable Mention, Administrative Sciences Association of Canada
- 2017 Poets & Quants' "World's Best 40 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
- 2009 Best Student Paper – Honorable Mention, Conference on Historical Research in Marketing

*External Grants*

- In Preparation ***Canadian Foundation for Innovation (CFI) Infrastructure Fund***  
 "Data Analytics Centre for the Study of Environment, Society, Economics, and Health"
- \$500,000 (co-applicant)
- In Preparation ***Social Sciences and Humanities Research Council New Frontiers in Research Fund – Exploration***  
 "A Global Data Analytics Framework to Support Sustainable and Equitable Post-Pandemic Recovery"
- \$500,000 (co-applicant)
- 2022 ***Social Sciences and Humanities Research Council Partnership Engage Grant***  
 "Leveraging behavioral insights to connect recently unemployed Nova Scotians with free employment services to improve labor market attachment in the COVID-19 recovery"
- \$24,850 (principal investigator)
- 2022 ***National Research Council Industrial Research Assistance Program (IRAP)***  
 "Blended e-commerce & in-person retail feasibility in COVID-19 pandemic recovery"
- \$5,000 (principal researcher)
- 2021 ***MITACS Business Strategy Program***  
 "Business transitioning to CRM software"
- \$20,000 (academic supervisor)
- 2020-22 ***Social Sciences and Humanities Research Council New Frontiers in Research Fund – Exploration***  
 "Supporting Youth with Mental Health Conditions using Machine Learning & Analytics"
- \$250,000 over 2 years (co-applicant)
- 2019-21 ***MITACS Accelerate Entrepreneur***

*Curriculum Vitae*

**Ethan Pancer**

“Using improved data availability and analysis to identify efficiencies for dairy farms, dairy processors, and overseeing provincial dairy boards”

- \$60,000 (academic supervisor)

2019-21

***Social Sciences and Humanities Research Council Insight Development Grant***

“Environmental Violators Beware! Using Machine Learning to Predict EPA Infractions”

- \$26,215 over 2 years (co-applicant)

2018-21

***Social Sciences and Humanities Research Council Insight Grant***

“Using Computer Vision Algorithms to Optimize the Communication of New Products to Grow the Economy”

- \$95,302 over 3 years (principal investigator)

2019

***Canadian Academic Accounting Assn. Artificial Intelligence Research Grant***

“Financial disclosure and EPA violations”

- \$2,500 (award declined)

2018

***National Research Council Industrial Research Assistance Program***

“Rebranding for an Atlantic Manufacturer and Exporter”

- \$5,000 (academic supervisor)

2017-18

***Nova Scotia Innovation and Productivity Voucher Recipient***

“Marketing Advice for a Technology Start-Up”

- \$30,000 (principal researcher)

2011-2012

***SSHRC Doctoral Fellowship***

“The Causes and Effects of Impression Management Inferences in Consumption”

- \$25,000 (principal investigator)

2010-2012

***Ontario Graduate Scholarship***

“Impression Management and Authenticity Through Product Usage in Consumption”

- \$30,000 (principal investigator)

*Internal Scholarships*

2021-26

Sobey Professorship in Marketing (\$200,000)

2021

Strategic Research Award for Research Excellence (\$1,500)

2015-17

David Sobey Centre for Innovation in Retailing and Services Research Grant (\$35,000)

2014-22

SMUWorks Research Assistant Grants (\$50,000)

2014-17

Dean’s Conference Travel Award (\$15,000)

2014

SSHRC 4A Institutional Research Award (\$5,000)

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)

#### REFEREED JOURNAL ARTICLES

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

1. Pancer, Ethan, Matthew Philp, and Theodore J. Noseworthy (in press), "Boosting Engagement with Healthy Food on Social Media," *European Journal of Marketing*, forthcoming.
2. Philp, Matthew, Jenna Jacobson, and Ethan Pancer (in press), "Predicting social media engagement with computer vision: An examination of food marketing on Instagram," *Journal of Business Research*, forthcoming.
  - Special Issue on "Machine Learning in Marketing"
  - Fast Company carries story "Forget food porn. The latest Instagram trend is rooted in an ancient way of life."
  - Yahoo!, National Post, Phys.org, The Conversation, Newshub, and NZ Herald carries story "Move over unicorn lattes..."
3. Pancer, Ethan, Matthew Philp, Maxwell Poole<sup>†</sup>, and Theodore J. Noseworthy (2022), "Content Hungry: How the Nutrition of Food Media Influences Social Media Engagement," *Journal of Consumer Psychology*, 32(2), 336-349.
  - BBC carries story "How food influencers affect what we eat"
  - ABC News Cleveland, ABC News San Diego, ABC Denver, FOX Salt Lake City, NBC West Palm Beach, and 15 other news stations carries story "fatty foods get more attention on social media"
  - National Post, LifeHacker, Yahoo! News, Stuff, PsyPost, NeuroScience News, 570 News, AM980 News, The Canberra Times, The Conversation carries story "#foodporn..."
  - Public video: <https://youtu.be/JZ2lx-0fRzg>

4. McShane, Lindsay, Ethan Pancer, Maxwell Poole<sup>†</sup>, and Qi Deng<sup>†</sup> (2021), “Emoji, Playfulness and Brand Engagement on Twitter,” *Journal of Interactive Marketing*, 53(February), 96-110.
  - HalifaxToday, Yahoo! News, Stuff, Inner Self, The Conversation carries story “The power of emojis...,”
5. Pancer, Ethan, Vincent Chandler, Maxwell Poole<sup>†</sup>, and Theodore J. Noseworthy (2019), “How Readability Shapes Social Media Engagement,” *Journal of Consumer Psychology*, 29(2), 262-270.
  - Recognized in the top 10% of downloaded papers between January 2018 and December 2019
  - Public video: <https://youtu.be/pETwcgyV3FQ>
6. Taylor, Nükhet<sup>†</sup>, Theodore J. Noseworthy, and Ethan Pancer (2019), “Supersize my Chances: Promotional Lotteries Impact Product Size Choices,” *Journal of Consumer Psychology*, 29(1), 79-88.
  - CBC, Yahoo! News, and University Affairs carries story, “Supersize doesn't equal super prize...,” Jul 9, ‘18
  - Public video: <https://youtu.be/ISXDZDLoGqk>
7. McShane, Lindsay, Ethan Pancer, and Maxwell Poole<sup>†</sup> (2018), “The Influence of B2B Social Media Message Features on Brand Engagement: A Fluency Perspective,” *Journal of Business-to-Business Marketing*, 26(1), 1-18.
8. Pancer, Ethan, Lindsay McShane, and Maxwell Poole<sup>‡</sup> (2017), “Schadenfreude and Product Failures: The Role of Product Deservingness and Product Status,” *Journal of Marketing Management*, 33(15-16), 1236-1255.
  - Special issue on “The Dark Side of Marketing”
9. 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.
10. Pancer, Ethan and Maxwell Poole<sup>‡</sup> (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
11. O’Brien, James, and Ethan Pancer (2014), “Complements to Student Evaluations of Instruction,” *The Workplace Review*, October, 26-33.
12. Pancer, Ethan and Jay Handelman (2012), “The Evolution of Consumer Well-Being,” *Journal of Historical Research in Marketing*, 4(1), 177-189.
  - Top 10 in journal citations (Google Scholar)
13. 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”

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 UNDER REVIEW / WORKING PAPERS
 

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“Computer vision and crowdfunding” with Simon Blanchard, Theodore J. Noseworthy, and Maxwell Poole. Invited for 2<sup>nd</sup> round submission at *Production and Operations Management*.

“Heirlooms” with Ali Tezer and Matthew Philp. Invited for 2<sup>nd</sup> round submission at *European Journal of Marketing*.

“Deemed consent in organ donation” with LEADDR. In preparation for submission to *Canadian Medical Association Journal*.

#### MANUSCRIPTS IN PROGRESS (most developed)

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“Greenwashing after environmental crisis” with Matthew Boland and Mary-Hunter McDonnell.

“Predicting NFT success from social media hype” with Maxwell Poole.

“The impact of COVID-19 on engagement with influencers” with Maxwell Poole and Michael Zhang.

“Digital quarantine during COVID-19” with Maxwell Poole and Matthew Philp.

“Co-opting content moderation algorithms” with Maxwell Poole.

#### BOOK CHAPTERS & FEATURETTES

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1. Pancer, Ethan (2022), “As I See It,” In Michael Solomon, Bonnie Simpson, Kate White, and Darren Dahl (Eds.), *Consumer Behaviour: Buying, Having, and Being, 9<sup>th</sup> Canadian Edition*, Pearson.
2. Pancer, Ethan, Vincent Chandler, Maxwell Poole, and Theodore J. Noseworthy (2020), “As I See It”, In Michael Solomon, Kelley Main, Kate White, and Darren Dahl (Eds.), *Consumer Behaviour: Buying, Having, and Being, 8<sup>th</sup> Canadian Edition*, Pearson.
3. Taylor, Nükhet, Theodore J. Noseworthy, and Ethan Pancer (2020), “As I See It”, In Michael Solomon, Kelley Main, Kate White, and Darren Dahl (Eds.), *Consumer Behaviour: Buying, Having, and Being, 8<sup>th</sup> Canadian Edition*, Pearson.
4. Ashworth, Laurence, Martin Pyle, and Ethan Pancer (2014), “The Role of Dominance in the Appeal of Violent Media Depictions”, In Nora Rifon, Marla Royne Stafford, and Les Carlson (Eds.), *Advertising and Violence: Concepts and Perspectives* (2014), p. 115-133, M.E. Sharpe, Inc.

#### REFEREED CONFERENCE PRESENTATIONS

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1. Poole, Maxwell, Ethan Pancer, and Soheil Ahmadi (2022), “What makes an NFT successful? The Role of Social Media Platform Use,” at *Association for Consumer Research Latin America Conference*, Quito, Ecuador.
2. Pancer, Ethan, Matthew J. Weiss, Karthik Tennankore, Stephen Beed, and Kristina Krmpotic (2022), “Rates of effective intent-to-donate in Nova Scotia: mitigation of differences by gender and age after

- enactment of deemed consent legislation,” at the *29th International Congress of The Transplantation Society (TTS 2022)*, Buenos Aires, Argentina.
3. Philp, Matthew, Jenna Jacobson, and Ethan Pancer (2022), “Predicting Social Media Engagement with Computer Vision: Restaurants’ Use of Instagram and Meal Typicality,” at *Southern Ontario Behavioral Decision Research Conference (SOBDR)*, Toronto, ON.
  4. Philp, Matthew, Jenna Jacobson, and Ethan Pancer (2022), “Predicting Social Media Engagement with Computer Vision: Restaurants’ Use of Instagram and Meal Typicality,” at *AMA SERVSIG Annual Conference*, Glasgow, Scotland.
  5. Philp, Matthew, Jenna Jacobson, and Ethan Pancer (2022), “Predicting Social Media Engagement with Computer Vision: Restaurants’ Use of Instagram and Meal Typicality,” at *European Marketing Academy Conference*, Budapest, Hungary.
  6. Tezer, Ali, Matthew Philp, and Ethan Pancer (2021), “The Ghost in the Gift: A Contagion Perspective on Heirloom Gift-Appreciation,” at *Association for Consumer Research*, Virtual Conference.
  7. Boland, Matthew and Ethan Pancer (2021), “Greenwashing Online: A Longitudinal Analysis of Green Color Prevalence on Corporate Websites,” at *AMA Marketing and Public Policy Conference*, Washington, DC.
  8. Pancer, Ethan, Matthew Philp, and Maxwell Poole (2020), “Recipe Ingredients Predict Digital Engagement With Food Media,” at the *Association for Consumer Research*, Virtual Conference.
  9. Pancer, Ethan, Theodore J. Noseworthy, Simon Blanchard, and Maxwell Poole (2019), “Can Computer Vision Predict New Product Adoption?” at the *Association for Consumer Research*, Atlanta, GA.
  10. Pancer, Ethan, Theodore J. Noseworthy, Simon Blanchard, and Maxwell Poole (2019), “Visual Ambiguity in Prototype Design Predicts Crowdfunding Success” at the *American Marketing Association Consumer Behaviour Special Interest Group Conference*, Bern, Switzerland.
  11. Pancer, Ethan, Theodore J. Noseworthy, Simon Blanchard, and Maxwell Poole (2019), “Visual Ambiguity in Prototype Design Predicts Crowdfunding Success” at the *Society for Consumer Psychology Boutique Conference on Consumers and Technology*, Montreal, QC.
  12. Pancer, Ethan, Theodore J. Noseworthy, Simon Blanchard, and Maxwell Poole (2019), “Assessing the Effect of Visual Ambiguity on Crowdfunding Success using Automated Image Classification” at the *Theory and Practice in Marketing Conference*, New York City, NY.
  13. 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.

14. 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.
15. 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.
16. 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*
17. 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.
18. 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.
19. 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.
20. 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.
21. 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.
22. 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.
23. Pancer, Ethan, Lindsay McShane, and Maxwell Poole (2017) “Emoji and Brand Engagement on Social Media,” at *Administrative Science Association of Canada*; Montreal, QC.
24. Pancer, Ethan and Laurence Ashworth (2015), “The role of product deservingness on schadenfreude after consumer misfortunes,” at *Administrative Science Association of Canada*; Halifax, NS.
25. 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.



26. Pyle, Martin, Ethan Pancer and Laurence Ashworth (2014), "Is All Fair in War-Themed Video Games?" at *Association for Consumer Research*; Baltimore, MD.
27. 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.
28. 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.
29. 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.
30. Pancer, Ethan and Laurence Ashworth (2013), "Poseurs: Understanding When Product Use is Perceived as Impression Management," at *Society for Consumer Psychology*; San Antonio, TX.
31. Pancer, Ethan and Laurence Ashworth (2013), "Consumer Schadenfreude: Perceived Deservingness Impacts Attitudes Regarding Another's Product Failure," *Society for Consumer Psychology*, San Antonio, TX.
32. O'Brien, James and Ethan Pancer (2013), "Complements to Student Evaluations of Instruction," at *Atlantic Schools of Business*; Antigonish, NS.
33. Pancer, Ethan and Laurence Ashworth (2011), "Poseurs: Understanding When Product Use is Perceived as Impression Management," at *Association for Consumer Research*; St. Louis, MO.
34. 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.
35. 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.
36. Ashworth, Laurence, Ethan Pancer, and Martin Pyle (2010), "Dominance and the Appeal of Violent Media," at *Association in Consumer Research – Europe*; London, UK.
37. Pancer, Ethan (2009), "What is consumer well-being?: An historical analysis," at Proceedings of the 14<sup>th</sup> 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*
38. 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.

39. 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.
40. 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 TALKS

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1. "Community-Engaged Research in the Pandemic," Report to the Community, *Saint Mary's External Affairs*, Halifax, NS, 2021.
2. "Automated Image Labeling as a Predictor of New Product Success," Atlantic Marketing Symposium, *Dalhousie University*, Halifax, NS, 2021.
3. "Consumer Behaviour and COVID-19," Sobey School Open House for Student Recruitment, Halifax, NS, 2021.
4. "Strategic Marketing," Coaching Session, *SMU Entrepreneurship Centre*, Halifax, NS, 2021.
5. "Consumption Amidst the Pandemic," Community Revitalization Series, *Sobey Prosperity Lab*, Halifax, NS, 2021.
6. "Fatty Foods and Social Media," Research Seminar Series, *Dalhousie University*, Halifax, NS, 2020.
7. "Content Hungry: Recipe Ingredients Predict Digital Engagement," Marketing Seminar Series, *HEC Montreal*, Montreal, QC, 2019.
8. "How Algorithms Can Shape Product Innovation," Symposium Speaker Series, *Beijing Normal University Zhuhai - SMU Research Symposium*, Zhuhai, China, 2018.
9. "Using Computer Vision to Predict Crowdfunding Success," Speaker, *SMU Research Expo*, Halifax, NS, 2018.
10. "Collecting and Analyzing Digital Data," Speaker Series, *CN Centre for Occupational Health & Safety*, Halifax, NS, 2018.
11. "Recent Advances in Digital Marketing," Faculty Speaker, *Sobey's Retail Innovation, Strategy, and Excellence Executive Education Program*, Halifax, NS, 2018.
12. "Insights from the World Conference of Online Learning," Speaker Series, *Studio for Teaching and Learning*, Halifax, NS, 2017.
13. "Mindless Eating," Interactive Campus Tour, *SMU Recruiting Events*, Halifax, NS, 2015.
14. "Collaborating with Retail Organizations," Research Seminar Series, *Sobey School of Business*, Halifax, NS, 2015.

15. "Understanding the Appeal of Violent Media Depictions," Seminar Series, *University of Guelph Marketing and Consumer Studies*, Guelph, ON, 2014.
16. "Insights from Consumer Behavior," Business with a Bite Series, *SMU Business Development Centre*, Halifax, NS, 2014.
17. "Strategic Marketing," Business with a Bite Series, *SMU Business Development Centre*, Halifax, NS, 2014.
18. "Skepticism in Impression Formation," Research Seminar Series, *Gustavson School of Business*, Victoria, BC, 2012.
19. "Inferences of Impression Management," Research Seminar Series, *DAN Management and Organization Studies at Western University*, London, ON, 2012.
20. "I Came, I Saw, I Conquered: The Role of the Dominance in the Appeal of Violent Media," Consumer Behavior Winter Research Camp, *Ivey Business School*, London, ON, 2010.

#### REFEREED TEACHING CASES

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1. Pancer, Ethan, Kyle Gulliver, and Morris MacLeod (2018), "Uber Elevate: The Case for Flying Cars," *Ivey Publishing*.
  - *Translated into Simplified Chinese*
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

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*Sobey School of Business*

In Preparation *Digital Marketing Analytics* (Master of Business Analytics)

2021-Present *The Science of Behavior Change* (MBA)

2013-Present *Marketing Management* (Undergraduate; MBA)

2016-22 *Quantitative Methods* (PhD)  
 Guest Lecturer in Experimental Design  
 Guest Lecturer in Experiments in Practice

- 2016-17 *Immersive Learning* (MBA)  
Case-based learning and external competition advisor
- 2014-17 *Introduction to the Case Method* (MBA)  
Workshop leader during MBA orientation programming
- Smith (Queen's) School of Business*
- 2013 *Introduction to Marketing*
- 2012 *Introduction to Entrepreneurship*  
*The Management of New Enterprise*  
Responsible for course lectures and case-based learning as maternity replacement
- 2011 *Consumer Behaviour*  
Led workshops in Qualtrics and SPSS
- Teaching assistant in the Marketing / Strategy Area
- 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)

#### SUPERVISION & STUDENT TRAINING

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|---------|------------------|---|
| 2022    | Cleo King        | (Supervisor, Directed Studies in Applied Market Research)   |
| 2021    | Erandi Gamage    | (Supervisor, MITACS Business Strategy Internship)           |
| 2018-20 | Maxwell Poole    | (Supervisor, Master of Applied Health Service Research)     |
| 2019    | Stephen Hennessy | (Supervisor, SSHRC Undergraduate Explore Research Award)    |
| 2019-21 | Robert Forsythe  | (Supervisor, MITACS Accelerate Research Grant)              |
| 2018-19 | Jaime Christian  | (Supervisor, MBA Major Research Project)                    |
| 2016-17 | Megan Pollock    | (Supervisor, MBA Major Research Project)                    |
| 2017-18 | Maxwell Poole    | (Supervisor, Directed Studies in Social Media Applications) |
| 2016-17 | Anna Ferguson    | (Supervisor, Directed Studies in Construct a Case)          |
| 2016-17 | Spencer Wiechert | (Supervisor, Directed Studies in Construct a Case)          |
| 2016-17 | Morris MacLeod   | (Supervisor, Directed Studies in Construct a Case)          |
| 2016-17 | Kyle Gulliver    | (Supervisor, Directed Studies in Construct a Case)          |
| 2016-17 | Maxwell Poole    | (Supervisor, Directed Studies in Social Media Fundamentals) |

#### SERVICE (REVIEWING)

##### *External grants*

- SSHRC New Frontiers in Research Fund Multidisciplinary Review Panel (2021-22)  
SSHRC Insight Grant Reviewer (2018 & 2019)

*Program reviews*

Ontario's Postsecondary Education Quality Assessment Board, Expert Review Panelist for BCom review

*Marketing Leadership*

Co-Editor, *Psychology & Marketing* Special Issue on Food Marketing & Consumer Behavior (2023)

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

*Journal Reviewing (Ad-Hoc)*

European Journal of Marketing	Journal of Advertising
Journal of Business Ethics	Marketing Letters
Industrial Marketing Management	Journal of Marketing Management
Canadian Journal of Behavioural Science	Journal of Consumer Affairs
Canadian Journal of Administrative Science	

*Conference Reviewing*

Association for Consumer Research (Asia-Pacific, North American, and European)  
Society for Consumer Psychology  
Academy of Marketing Science  
World Marketing Congress  
Administrative Science Association of Canada  
Society for Teaching and Learning in Higher Education

*Tenure & promotion files*

Three files for tenure and/or promotion to Associate Professor

**SERVICE (TEACHING & ADJUDICATION)**

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*External (National and International) Representation*

2022	Panelist, ASAC Doctoral Consortium
2022	Judge, National Retail Case Competition
2020	National Adjudicator, Canada's Next Top Ad Exec
2020	Guest Judge, Columbia University's Digital Media Executive Education Program
2017	Association for Consumer Research Doctoral Symposium Invited Guest and Speaker

*Sobey School of Business*

2021	RBC Talent Hub Faculty-in-Residence, SMU Entrepreneurship Centre
2020	Community Revitalization & Prosperity Network Pandemic Response Expert
2016-18	Bob Shaw MBA case competition coordinator
2017	MBA team coach, Ben Graham Int'l Value Investing Competition (1 <sup>st</sup> place / 27 teams)
2017	MBA team coach, Ivey-Haskayne MBA Leadership Case Competition (1 <sup>st</sup> place / 11 teams)
2016	MBA team coach, DeGroot Social Media Video Challenge (1 <sup>st</sup> place / 14 teams)
2015-17	Judge, David Sobey Retail Case Competition + Retail Concept Competition

*Smith (Queen's) School of Business*

*Curriculum Vitae**Ethan Pancer*

2011	Practice case judge, Royal Roads University International Case Competition
2011	Research advisor, Queen's SIFE (strategies to reduce cafeteria waste)
2011	Mentor, Whaddyathink (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)**

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*Sobey School of Business & Saint Mary's University*

2022	Santamarian Professorship & Chair Selection Committee
2022	MBA Scholarship Committee
2022	EQUIS accreditation, Research Faculty Representative
2021-	SMU Senate – Academic Learning Services Advisory Committee
2020-21	Vice Chair, <i>Elevating Impact</i> Strategy Execution Sub-Committee on Research & Discovery
2020	Master of Business Analytics Development Committee (Marketing Analytics)
2018-19	Research Advancement Committee
2016-19	SMU Senate – Academic Planning Subcommittee - Chaired revision to University Senate Policy on Program Review
2018	MBA Program Coordinator (Interim – Summer 2018)
2018-20	Master of Applied Health Service Research Program Committee
2015-19	MBA Program Council and Redesign Committee
2015-17	Sobey Websteering 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

*Smith (Queen's) School of Business*

2011	Founder, Queen's School of Business MSc / PhD Student Committee
2011	SONA Administrator, Queen's Business Research Pool
2010	School of Business Expansion Communication Taskforce
2010-2012	Liaison for incoming students, Marketing MSc / PhD Area
2009	School of Business Faculty Forum
2009	Academic Appeals Committee
2008	Renewal Tenure Promotion Committee

*Local community*

2018-19	Board member, Point Pleasant Child Care Centre
2017	Invited guest, Halifax Chamber of Commerce Distinguished Speaker Series

**RESEARCH ANALYST EXPERIENCE**

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*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

## **PROFESSIONAL AFFILIATIONS**

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*Association of Consumer Research*

*American Marketing Association*

*Marketing Science Institute*

*Society for Consumer Psychology*

*Academy of Marketing Science*

*Administrative Sciences Association of Canada*