

# LAURENCE ASHWORTH

Queen's School of Business  
143 Union Street, Kingston, ON  
Canada K7L 3N6  
Phone: 613.533.3206 Fax: 613.533.6847  
lashworth@business.queensu.ca

---

## **Education:**

Ph.D. Marketing, University of British Columbia, 2004  
B.Comm. with honours, University of British Columbia, 1998

## **Positions Held**

2010-present	Associate Professor, Queen's School of Business
2003-2010	Assistant Professor, Queen's School of Business
1998-2002	Research Assistant, Faculty of Commerce, University of British Columbia
2001	Instructor, Faculty of Commerce, University of British Columbia

## **Dissertation:**

"It's the Principle that Matters: Antecedents and Consequences of Procedural Justice in a Consumer Context"  
Supervisor: Peter Darke; Committee: Darren Dahl, Daniel Skarlicki (Organizational Behavior)

## **Publications:**

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 – 136.

Darke, Peter R., Laurence Ashworth, and Kelley J. Main (2010), "Great Expectations and Broken Promises: Misleading Claims, Product Failure, Expectancy Disconfirmation and Consumer Distrust", *Journal of the Academy of Marketing Science*, 38(3), 347 – 362.

Darke, Peter R., Laurence Ashworth, and Robin R. Ritchie (2008), "Damage from Corrective Advertising: Causes and Cures", *Journal of Marketing*, 72(Nov), 81 – 97.

Van Boven, Leaf and Laurence Ashworth (2007), "Looking Forward, Looking Back: Anticipation is More Evocative than Retrospection", *Journal of Experimental Psychology: General*, 136(2), 289 – 300.

Ashworth, Laurence and Clinton Free (2006), "Marketing Dataveillance and Digital Privacy: Using Theories of Justice to Understand Consumers' Online Privacy Concerns", *Journal of Business Ethics*, 67(2), 107 – 123.

Darke, R. Peter, Amitava Chattopadhyay, and Laurence Ashworth (2006), "Going with Your "Gut Feeling": The Importance and Functional Significance of Affective Cues in Consumer Judgment and Choice", *Journal of Consumer Research*, 33(3), 322 – 328.

Ashworth, Laurence, Peter R. Darke, and Mark Schaller (2005), "No One Wants to Look Cheap: Trade-Offs Between Social Disincentives and the Economic and Psychological Incentives to Redeem Coupons", *Journal of Consumer Psychology*, 15(4), 295 – 306.

### **Book Chapters:**

Ashworth, Laurence, Peter Dacin, and Matt Thomson (2009), "Why on Earth Do Consumers have Relationships with Marketers: Toward Understanding the Functions of Brand Relationships", in *Handbook of Brand Relationships*, eds. Deborah J. MacInnis, C. Whan Park, and Joseph W. Priester.

### **Published Conference Proceedings:**

Xiao, Na and Laurence Ashworth (2010), "How Goals Affect the Impact of Product Attributes on Product Evaluation: The Role of Attribute Ability, Goal Activation, and Goal-Product Fit," in *Advances in Consumer Research* Volume 38, eds. Darren W. Dahl, Gita V. Johar, and Stijn M.J. van Osselaer, Duluth, MN : Association for Consumer Research.

Xiao, Na, Peter Dacin, and Laurence Ashworth (2010), "Conditions Under Which "Trivial" Attributes Become Important in Consumer Judgment," in *Advances in Consumer Research* Volume 37, eds. Margaret C. Campbell, Jeff Inman, and Rik Pieters, Duluth, MN : Association for Consumer Research.

Pancer, Ethan and Laurence Ashworth (2009), "Getting What They Deserve: The Role of Fairness in Schadenfreude from Another's Product Failure," in *Asia-Pacific Advances in Consumer Research* Volume 8, eds. Sridhar Samu, Rajiv Vaidyanathan, and Dipankar Chakravarti, Duluth, MN : Association for Consumer Research, Pages: 2-3.

Pancer, Ethan and Laurence Ashworth (2009), "The Effect of Fairness and Psychological Closeness on Schadenfreude in a Consumption Context", in *Advances in Consumer Psychology*, vol. 1, eds. Alexander Chernev, Michal Herzstein, and Shailendra Pratap Jain, San Diego, CA: Society of Consumer Psychology, 233.

Ashworth, Laurence and Margaret Matear (2009), "The Impact and Accuracy of Beliefs Relating to Impressions Caused by Products", in *Asia-Pacific Advances in Consumer Research*, vol. 8, eds. Sridhar Samu, Rajiv Vaidyanathan, Dipankar Chakravarti, Duluth, MN: Association for Consumer Research.

Ashworth, Laurence, Andrew Wilson, Peter Darke (2009), "How Does the Defensive Consumer Choose? ", in *Advances in Consumer Research*, vol. 36, eds. Ann L. McGill and Sharon Shavitt, Duluth, MN: Association for Consumer Research.

Ashworth, Laurence and Maggie Matear (2008), "Much Ado About Nothing: Avoiding Products Because of the Negative Impressions They Never Create", in *Advances in Consumer Research*, vol. 35, eds. Angela Y. Lee and Dilip Soman, Duluth, MN: Association for Consumer Research, 982.

Ashworth, Laurence and Maggie Matear (2007), "The Influence of Impression Management Concerns on Product Evaluation", in *Advances in Consumer Research*, vol. 34, eds. Gavan Fitzsimons and Vicki Morwitz, Duluth, MN: Association for Consumer Research, 423 – 425.

Ashworth, Laurence and Peter Darke (2006), "The Principle Matters: Antecedents and Consequences of Procedural Justice in the Context of Pricing", in *Advances in Consumer Research*, vol. 33, eds. Connie Pechmann and Linda Price, San Antonio, TX: Association for Consumer Research, 236.

Darke R. Peter, Laurence Ashworth, and Robin Ritchie (2006), "The Good, the Bad, and the Ugly: Firm Reputation, Advertising Correction, and Consumer Defensiveness", in *Advances in Consumer Research*, vol. 34, eds. Gavan Fitzsimons and Vicki Morwitz, Orlando, FL: Association for Consumer Research, 326.

Main, Kelley and Laurence Ashworth (2006), "The Ultimate Service Failure: An Investigation of Consumer Responses to Rejection", in *Asia-Pacific Advances in Consumer Research*, vol. 7, eds. Margaret Craig Lees and Teresa Davis and Gary Gregory, Sydney, Australia: Association for Consumer Research, 185.

Ashworth, L. & Darke, R. P. (2002), "No One Wants to Look Cheap: An Examination of Embarrassment and Impression Management Concerns as Reasons for Not Using Coupons", *Advances in Consumer Research*, vol. 29, eds. Susan M. Broniarczyk and Kent Nakamoto, Valdosta, GA: Association for Consumer Research, 227.

#### **Working Papers (Completed):**

Ashworth, Laurence and Lindsay McShane, "Why Do We Care What Others Pay? The Role of Other Consumers' Prices in Inferences of Seller Respect", revise and resubmit at *Journal of Retailing*.

Ashworth, Laurence and Peter R. Darke, "The Principle Matters: Fairness and Procedural Justice in Marketing Interactions", manuscript in preparation for submission to *Journal of Applied Psychology*.

Ashworth, Laurence and Margaret Matear, "The Influence and Accuracy of Impression Management Concerns on Product Evaluations", manuscript in preparation for submission to *Journal of Consumer Research*.

Main, Kelley J., and Laurence Ashworth, "Application Denied: An Examination of Consumer Responses to Organizational Rejection", manuscript in preparation for submission to *Journal of Consumer Psychology*.

#### **Working Papers (Ongoing):**

Ashworth, Laurence, Martin Pyle, and Ethan Pancer, "Consuming Violence: Understanding the Appeal of Violent Media", manuscript in preparation for submission to *Journal of Consumer Psychology*.

Ashworth, Laurence and Jen Argo, "Envy and Fairness in Consumption", [working title].

Ashworth, Laurence, Peter Dacin, and Martin Pyle, "Multiple Motives Model of Word of Mouth", [working title].

Ashworth, Laurence and Robin B. Ritchie, "Understanding Consumer Allocations of Resources across Product Categories", [working title].

Ashworth, Laurence, Kate White, and Darren Dahl, "What Makes a Good Gift?: Towards an Understanding of Consumer Gift Giving and Receiving," [working title].

Darke, Peter R., Laurence Ashworth, and Kelley J. Main, "Automatic Consumer Suspicion", [working title].

Pancer, Ethan and Laurence Ashworth, "Fairness and Schadenfreude", [working title].

Xiao, Na, Laurence Ashworth, and Peter Dacin, "Consumer Goals and Product Attributes", [working title].

### **Refereed Conference Presentations:**

Main, Kelley, and Laurence Ashworth (2010), "Consumer Sensitivity to Firm Rejection," paper presented at *Society for Consumer Psychology*, St. Pete Beach, FL.

Xiao, Na, Peter Dacin, and Laurence Ashworth (2009), "Examining the Role of Trivial Attributes in Product Evaluation: The Effects of Anxiety and Self-Confidence", poster presented at *Association for Consumer Research*, Pittsburgh, PA.

Xiao, Na and Laurence Ashworth (2009), "Product Attributes In Sight, Goals In Mind: How Attributes Activate Goals and Influence Product Evaluation", paper presented at *Society for Marketing Advances*, New Orleans, Louisiana.

Xiao, Na, Laurence Ashworth, and Peter Dacin (2009), "How Trivial Attributes Become Important? The Roles of Anxiety and Self-confidence", paper presented at *Society for Marketing Advances*, New Orleans, Louisiana.

Ashworth, Laurence and Margaret Matear (2009), "My Product, My Self: Self-Presentation Concerns in Product Evaluation," *Academy of Marketing Science Conference*, Baltimore, Maryland. Awarded best paper in track.

Pancer, Ethan and Laurence Ashworth (2009), "Reveling in the Misfortunes of Others: Fairness and Schadenfreude in Consumption", poster presented at the *Society of Consumer Psychology Conference*, San Diego, California.

Laurence Ashworth, Margaret Matear (2009), "The Impact and Accuracy of Beliefs Relating to Impressions Caused by Products", paper presented at the *Association for Consumer Research Asia-Pacific Conference*, Hyderabad, India.

Pancer, Ethan, Laurence Ashworth (2009), "Getting What They Deserve: The Role of Fairness in Schadenfreude from Another's Product Failure", paper presented at the *Association for Consumer Research Asia-Pacific Conference*, Hyderabad, India.

Ashworth, Laurence, Andrew Wilson, Peter Darke (2008), "How Does the Defensive Consumer Choose? ", poster presented at the *Association for Consumer Research Conference*, San Francisco, California.

Ashworth, Laurence and Margaret Matear (2007), "In the Spotlight: Impression Management and Product Avoidance," paper presented at the *Australia-New Zealand Marketing Academy Conference*, Dunedin, New Zealand.

Ashworth, Laurence and Margaret Matear (2007), "Much Ado about Nothing: Avoiding Products for the Impression they Never Create", poster presented at the *Association for Consumer Research Conference*, Memphis, Tennessee.

Thomson, Matthew, Laurence Ashworth and Peter Dacin (2007), "I Like You So You Must Be Good: Exploring Two Measures of Relationship Strength as Indicators of Brand Equity and as Predictors of CSR", paper presented at the *Academy of Marketing Science Annual Meeting*, Coral Gables, Florida.

Ashworth, Laurence & Margaret Matear (2006), "The Influence of Impression Management Concerns on Product Evaluation", poster presented at *Association of Consumer Research Conference*, Orlando, Florida.

Darke, Peter R., Laurence Ashworth, and Robin B. Ritchie (2006), "The Good, the Bad, and the Ugly: Firm Reputation, Advertising Correction, and Consumer Defensiveness", paper presented at *Association of Consumer Research Conference*, Orlando, Florida.

Main, Kelley and Laurence Ashworth (2006), "The Ultimate Service Failure: An Investigation of Consumer Responses to Rejection", paper presented at *Association of Consumer Research Asia-Pacific Conference*, Sydney, Australia.

Main, Kelley and Laurence Ashworth (2006), "That's the Last Time I Will Do Business Here: Consumers' Negative Responses to Rejection", paper presented at *Society of Consumer Psychology Winter Conference*, Miami, Florida.

Ashworth, Laurence & Peter R. Darke (2005), "The Principle that Matters: Antecedents and Consequences of Procedural Justice in the Context of Pricing", paper presented at *Association for Consumer Research Conference*, San Antonio, Texas.

Ashworth, Laurence & Peter R. Darke (2004), "The Social Component of Fairness in Exchange", paper presented at *Australia-New Zealand Marketing Academy Conference*, Wellington, New Zealand.

Main, Kelley and Laurence Ashworth (2004), "What Do You Mean I Was Rejected? An Investigation of Consumer Responses to Rejection", poster presented at *Association for Consumer Research Conference*, Portland, Oregon.

Ashworth, Laurence and Peter R. Darke (2003), "It's the Principle that Matters: Consumer Reactions to Perceptions of Procedural Unfairness", paper presented at *European Association for Consumer Research Conference*, Dublin, Ireland.

Ashworth, Laurence, Peter R. Darke, and Mark Schaller (2003), "No One Wants to Look Cheap: Impression Management and Coupon Use", paper presented at *Society for Consumer Psychology Winter Conference*, New Orleans, LA.

Peter R. Darke, Amitava Chattopadhyay, and Laurence Ashworth (2003), "The Functional Influence of Affective Cues on Consumer Judgment and Decision Making Under High and Low Elaboration", paper presented at *Society for Consumer Psychology Winter Conference*, New Orleans, LA.

Ashworth, Laurence & Aparna A. Labroo (2003), Chair, Special Session: Affect and Cognition: Bi-directional Effects with Costs and Benefits. *Society for Consumer Psychology Winter Conference*, New Orleans, LA.

Ashworth, Laurence and Leaf Van Boven (2002), "Hedonic Consequences of Anticipation versus Recollection", paper presented at *Society for Judgment and Decision Making Conference*, Kansas City, MO.

Ashworth, Laurence, Peter R. Darke, and Mark Schaller (2002), "No One Wants to Look Cheap: An Examination of Embarrassment and Impression Management Concerns as Reasons for Not Using Coupons", paper presented at *North American Association for Consumer Research Conference*, Austin, TX.

Darke, Peter R., Amitava Chattopadhyay, and Laurence Ashworth (2002), "Going with Your Gut Feeling: The Importance and Functional Significance of Affective Cues in Consumer Choice", paper presented at *Social Psychology Winter Conference*, Whistler, BC.

Darke, Peter R., Amitava Chattopadhyay, and Laurence Ashworth (2001), "Experience Counts: Affective Experience Influences Consumer Decision-Making under High and Low Elaboration Conditions", paper presented at *European Association of Consumer Research Conference*, Berlin, Germany.

Darke, Peter R., Amitava Chattopadhyay, and Laurence Ashworth (2001), "Going with Your Gut Feeling: The Importance and Functional Significance of Affective Cues in Consumer Choice", paper presented at *Society of Personality and Social Psychology Conference*, Savannah, Georgia.

### **Other Presentations:**

Ashworth, Laurence, Ethan Pancer, and Martin Pyle (2010), "I Came, I Saw, I Conquered: The Role of Dominance in the Appeal of Violent Media Depictions," invited presentation at the *3<sup>rd</sup> Consumer Behaviour Winter Research Camp*, Ivey School of Business, University of Western Ontario, Canada.

Ashworth, Laurence and Margaret Matear (2009), "Standing Out Like a Sore Thumb: Inaccurate Impressions Drive Product Evaluations", invited presentation at the *2<sup>nd</sup> Consumer Behaviour Winter Research Camp*, Ivey School of Business, University of Western Ontario, Canada.

Ashworth, Laurence (2008), "Advertising Deception, Correction, and Defensive Consumers," invited presentation at the *Law, Economics, and Public Policy Workshop*, Queen's University, Canada.

Ashworth, Laurence, Matthew Thomson and Peter Dacin (2007), "Attached Consumers: Assessing Relationship Strength as an Indicator of Brand Equity", invited presentation at the *1st International Workshop on Attachment Research in Marketing*, Innsbruck, Austria.

Dacin, Peter, Laurence Ashworth and Matthew Thomson (2007), "Attachment as a Brand Building Block: Do Strong Relationships Matter?", invited presentation at the *Advertising and Consumer Psychology Conference*, June 9, Santa Monica, California.

### **Cases**

Ashworth, Laurence (2010), "The Tea Room," Queen's School of Business Case.

### **Selected Awards and Honors:**

2009	Research Achievement Award, Queen's Business School
2007	New Researcher Achievement Award, Queen's Business School
2007	SSHRC, \$51,000
2006	Queen's School of Business Research Award, \$5,000
2006	Queen's University Research Award, \$5,000
2005	D.I. McLeod Research Assistantship
2004	D.I. McLeod Research Assistantship
2003	D.I. McLeod Research Assistantship
2002	Jean MacDonald Graduate Fellowship
2001	Fellow, AMA-Sheth Doctoral Consortium
2000-2	Izaak Walton Killam Predoctoral Fellowship
1999	St. John's College Sir Quo-Wei Lee Fellowship
1998	University Graduate Fellowship

### **Professional Associations:**

Association for Consumer Research  
Society of Consumer Psychology  
American Marketing Association  
American Psychological Association

### **Courses Taught:**

Consumer Behaviour Ph.D. Seminar, Queen's University  
Consumer Behaviour, Queen's University and University of British Columbia  
Principles of Marketing, Queen's University

### **Ad-Hoc Reviewing:**

Journal of Consumer Research  
Journal of Consumer Psychology  
Marketing Letters  
Canadian Journal of Administrative Sciences  
Journal of Business Ethics  
American Marketing Association Summer and Winter Conferences  
Marketing and Public Policy Conference  
Association of Consumer Research Conference  
Society of Consumer Psychology Conference

Academy of Marketing Science Conference

**University Committees:**

2010	Ethics Committee
2004-present	Chair, Research Pool
2007-08	Appointments Committee
2007-08	Research Committee
2006-07	Renewal, Tenure and Promotion Committee
2005-06	Ph.D. Committee
2004-05	Research Committee

**Graduate Student Involvement:**

Supervisor, Ethan Pancer (Ph.D.)  
Supervisor, Lindsay McShane (Ph.D.)  
Co-supervisor, Na Xiao (Ph.D.) (graduated 2010)  
Supervisor, Michael Haslett (M.Sc.) (graduated 2008)  
Supervisor, Jodie Whelan (Directed Studies Course) (graduated 2008)

Committee, Margaret Matear (Ph.D.)  
Committee, Garth Harris (Ph.D.)  
Committee, Maureen Bourassa (Ph.D.), "The Meaning and Impact of Respect in the Context of Marketing Relationships" (defended 2009)  
Committee, Minette Sandy Hershcovis (Ph.D.), "The Prediction and Consequences of Workplace Aggression: A Meta-analytic Approach" (defended 2006)

External examiner, Leigh Turner (M.Sc.), Psychology (defended 2009)  
External examiner, Pamela Stager (M.Sc.), Psychology (defended 2006)

Chair, Bryan James Paterson, Faculty of Economics (defended 2006)  
Chair, Nicole Laurent, Faculty of Law (defended 2006)

**University Involvement:**

2009	Workshop, DECA Queen's, Queen's University
2008	Speaker, E=MC <sup>2</sup> Program, Queen's University
2008	Speaker, Shad Valley Program, Queen's University
2006-08	Steering Committee for The Tea Room, a student run, environmentally sustainable café, Queen's University
2007	QSB Workshop, Experiments on the Internet
2007	Speaker, Shad Valley Program, Queen's University
2007	Speaker, Queen's Business Forum on the Fashion Industry, Queens' School of Business
2006-07	Judge, Queen's Marketing Association Conference
2006-07	ACE co-supervisor, Queen's School of Business
2006-07	Seminar Series Organizer, Marketing Area
2006	Speaker Shad Valley Program, Queen's University
2005-07	Judge, Queen's Business Competition

2005-07 Judge, Inter-Collegiate Business Competition  
2005-07 Judge, Queen's Entrepreneurs' Competition  
2005 Speaker, Shad Valley program, Queen's University  
2004-07 Volunteer, Residence Mentor program

**Media:**

**Print:**

National Post  
Globe and Mail  
Macleans  
Psychology Today  
Cosmopolitan Magazine  
Toronto Star  
Ottawa Citizen  
Kingston Life  
Ontario Home Builder

**Television:**

Canada AM  
Global TV  
CKWS TV

**Radio:**

CBC Ontario  
CBC Sudbury  
CBC Thunderbay  
98.3 FLY FM  
CHUM Radio