

S A E I D K E R M A N I

ASSISTANT PROFESSOR OF MARKETING

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EDUCATION

Ph.D.	Marketing Schulich School of Business, York University Advisor: Dr. Peter Darke	2022
M.Sc.	Management (Marketing) Telfer School of Management, University of Ottawa Advisor: Dr. Leila Hamzaoui	2017
B.Sc.	Psychology & Business (Major/Minor) York University Advisor: Dr. Richard Lalonde & Dr. Andy Ng	2014

ACADEMIC APPOINTMENT

Assistant Professor (Tenure-Track) 2022—present
Marketing, School of Business, Trent University

RESEARCH INTERESTS

*M*y research interests lie in the intersection of consumer behavior and social psychology, with a particular focus on how consumers' evaluations of themselves and others guide their consumption decisions. A key aspect of my work examines the role of corporate social responsibility, social activism, and ethics in these processes. Additionally, I explore the influence of social media in shaping consumer perceptions and behaviors, investigating how digital platforms impact societal and ethical dynamics within consumer markets. My research aims to provide valuable insights for academia, marketing strategies, and policy-making in an increasingly digital world.

RESEARCH GRANTS

Social Sciences and Humanities Research Council (SSHRC) Insight Development Grant:
“*Offensive Advertising and Consumer Complaints: The Role of Social Media Backlash.*”
• \$52,845 over two years (Primary Investigator; 2023–2025)

Social Sciences and Humanities Research Council (SSHRC) Explore Grant (Internal):
“*Offensive Advertising and Consumer Complaints: The Role of Social Media Backlash.*”
• \$7,000 over two years (2023–2025)

Trent University: Start-Up Fund
• \$15,000 over two years (2022–2024)

PUBLICATIONS

Refereed Journal Publications:

[† = Financial Times top 50 Business Journal; 📄 = open access]

3. Kermani, Saeid M., Theodore J. Noseworthy, and Peter Darke (2023), “Getting Political: The Value-Protective Effects of Expressed Outrage on Self-Brand Connection,” *Journal of Consumer Psychology*, † 📄 (Forthcoming).
 - Public Video: <https://www.linkedin.com/feed/update/urn:li:activity:7071564142209368064/>
 - Radio Interviews: Chelsea on CHED (630 CHED – Edmonton), Weekend Mornings (980CKNNW – Vancouver)
 - Media Mentions: Yahoo! News, Talent Canada, Ground News, Black Facts, Sask Today, The Conversation, Trent News
2. Guilfoyle, J., Struthers, C.W., van Monsjou, E., Shoikhedbrod, A., Eghbali, N., Kermani, M. (2022). Sorry, not sorry: The effect of social power on transgressors’ apology and non-apology. *Journal of Experimental Psychology: Applied*. 📄
 - Media Mentions: Psychology Today
1. Ng, A. H., Kermani, M. S., & Lalonde, R. N. (2019). Cultural differences in psychological reactance: Responding to social media censorship. *Current Psychology*.

Invited Book Chapter:

Kermani, M.S., Darke, P.R., & Brady, M.K (2022). “Consumer (Dis)Trust Online”, In *The Routledge Handbook of Digital Consumption (2nd edition)*, Russell Belk & Rosa Llamas (eds.), Routledge: NY.

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

- “Online Outrage and Persuasion” with Peter Darke.
- “Bandwagon Luxury Consumption” with Leila Hamzaoui.
- “Offensive Advertising” with Peter Darke.
- “Diversity in Advertising” with Peter Darke.
- “Online Consumer Trust” with Peter Darke.

PROCEEDINGS & PRESENTATIONS

1. Kermani, M.S., Guzel, G.T. “Are Bystanders more persuasive than victims? The impact of social media backlash towards brand transgressions”, Association of Consumer Research Conference, 2023, Amsterdam, Netherlands.

2. Millett, G., Davison, B., Dekel, G., Kermani, S., Mora, A. & Struthers, C. W. "I'm Watching You: The role of mate devaluation, power, and jealousy in electronic monitoring of romantic partners", Society for Personality and Social Psychology Annual Conference, 2023, Atlanta, GA.
3. Kermani, M.S., & Darke, P.R. "Is your ethnicity more important or your commitment to diversity? Responding to racial diversity in advertisements", Society for Consumer Psychology Boutique Conference, 2022, Nanyang Technological University, Singapore.
4. Kermani, M.S., & Darke, P.R. "When consumer outrage backfires: The role of emotion-based social influence", Southern Ontario Behavioural Decision Research Conference, 2022, Schulich School of Business. Toronto, Canada.
5. Kermani, M.S., Noseworthy, T.J., Darke, P.R. "Getting political: The effects of outgroup outrage on self-brand connection", American Marketing Association Winter Academic Conference, Special Session on Social Responsibility in Today's Marketplace, 2021 (Virtual).
6. Kermani, M.S., & Darke, P.R. "What makes an advertisement offensive? The interplay between descriptive and prescriptive norms", Association for Consumer Research Conference, 2020 (Virtual)
7. Kermani, M.S., & Darke, P.R. "The role of descriptive norms on offensive advertising", Marketing Research Symposium, Lazardis School of Business and Economics, 2019, Waterloo, Canada.
8. Kermani, M.S., & Hamzaoui-Essousi, L. "The effect of consumer knowledge on bandwagon luxury consumption", Monaco Symposium on Luxury, 2018, Monaco City, Monaco.
9. Ng, A. H., Kermani, M. S., & Lalonde, R. N. (2015), "Cultural differences in psychological reactance: Responding to censorship", The Asian Conference on Psychology and the Behavioral Sciences Official Conference Proceedings (pp. 751-763).

TEACHING EXPERIENCE

Advertising (ADMN 3150), Trent University, Undergraduate course, Winter 2023• Instructor

Introduction to Marketing (ADMN 2100), Trent University, Undergraduate course, Winter 2023• Instructor

Introduction to Marketing (ADMN 2150H), Trent University, Undergraduate course, Fall 2022• Instructor Rating (5 item mean): $M = 4.19$ of 5

Marketing Management (MKTG 1030), Schulich School of Business, Undergraduate course, Winter 2022• Instructor Rating (7 item mean): $M = 6.31$ of 7

Marketing Management (MKTG 1030), Schulich School of Business, Undergraduate course, Fall 2020• Instructor Rating (7 item mean): $M = 6.59$ of 7

Marketing Management (MKTG 1030), Schulich School of Business, Undergraduate course, Winter 2020• Instructor Rating (7 item mean): $M = 6.55$ of 7

Applied Statistical Methods in Business (ADM 2304), Telfer School of Management, Teaching Assistant / Tutorial Instructor, Fall 2016 - Winter 2017

INTERNAL SERVICE

Administration:

Trent University, *Diversity, Equity, and Inclusion (DEI) Committee Member* (Jan 2023-Present)

Trent University, *Ethics Committee Member* (Sept 2023-Present)

Trent University, *Curriculum Committee Member* (2022-2023)

York University, *NOESIS Innovation, Design and Consumption Laboratory Manager* (2020-2022)

York University, *Graduate Student Association Representative* (2020-2022)

Graduate Training:

2022—present Mohinur Akter (MSc thesis advisor, Trent University)

Lab Affiliation:

York University, *Social Motivation Laboratory Member* (2019-Present)

EXTERNAL SERVICE

Ad-Hoc Reviewing:

The Association for Consumer Research Conference

The Society of Consumer Psychology Annual Winter Conference

American Marketing Association Winter Academic Conference

PROFESSIONAL AFFILIATIONS

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