

Christopher Cannon

Marketing Department
Shidler College of Business
University of Hawai'i at Mānoa
2404 Maile Way, Honolulu, HI 96822

Last updated: March 2022
Email: crcannon@hawaii.edu
Office: (808) 956-7270

EMPLOYMENT

Shidler College of Business, University of Hawai'i at Mānoa
Assistant Professor of Marketing 2020 – present

EDUCATION

Northwestern University
Ph.D., Marketing, Kellogg School of Management 2020
M.S., Marketing, Kellogg School of Management 2016

University of Michigan
M.S., Psychology, Sub-Plan: Cognition & Cognitive Neuroscience 2014
B.S., Honors Biopsychology, Cognition & Neuroscience, French, with Distinction 2013

RESEARCH INTERESTS

Theoretical: Social Motives, Social Perception
Substantive: Resource Scarcity, Luxury Consumption, Social Hierarchy, Gift Giving

PUBLICATIONS

- Cannon, Christopher and Derek D. Rucker (2022), "Motives Underlying Human Agency: How Self-efficacy and Self-enhancement Affect Consumer Behavior," *Current Opinion in Psychology*.
- Goldsmith, Kelly, Caroline Roux, Ali Tezer, and Christopher Cannon (2022), "De-stigmatizing the "Win-win:" Making Sustainable Consumption Sustainable," *Current Opinion in Psychology*.
- Goldsmith, Kelly, Caroline Roux, and Christopher Cannon (2021), "Understanding the Relationship Between Resource Scarcity and Object Attachment," *Current Opinion in Psychology*, 39, 26-30.
- Cannon, Christopher and Derek D. Rucker (2020), "The Communal Consumer: Longitudinal Evidence for the Distinction Between Nurturing and Affiliative Motives," *Journal of the Association for Consumer Research*, 5(3), 345-355.
- Cannon, Christopher and Derek D. Rucker (2019), "The Dark Side of Luxury: Social Costs of Luxury Consumption," *Personality and Social Psychology Bulletin*, 45(5), 767-79.
- Cannon, Christopher, Kelly Goldsmith, and Caroline Roux (2019), "A Self-Regulatory Model of Resource Scarcity," *Journal of Consumer Psychology*, 29(1), 104-27.
- Republished in "Consumer Psychology for a Pandemic: Insights into Finances, Scarcity, and Wellbeing," 2020 Virtual Special Issue of *Journal of Consumer Psychology*.
 - Recognized as a top 20 most downloaded paper in the *Journal of Consumer Psychology* in 2017–2018.

BOOK CHAPTERS

Cannon, Christopher (accepted), "Scarcity," *SAGE Business Foundations*, ed. Ernest Baskin, SAGE Publications, Inc.

Roux, Caroline, Christopher Cannon, and Kelly Goldsmith (forthcoming), "How Resource Scarcity Shapes Consumer Behavior: Implications from the COVID-19 Pandemic," *Precision Retailing*, Eds. Laurette Dubé, Maxime Cohen, Nathan Yang, and Bassem Monla, University of Toronto Press: Toronto.

Rucker, Derek D., and Christopher Cannon (2019), "Identity and Compensatory Consumption," in *Handbook of Research on Identity Theory in Marketing*, ed. Americus Reed II and Mark Forehand, Edward Elgar Publishing, 186-98.

RESEARCH UNDER REVIEW AND IN PREPARATION

Cannon, Christopher, Kelly Goldsmith, and Caroline Roux, "An Integrative Theory of Consumer Advantage and Disadvantage," invited revision at *Journal of Consumer Research*.

Cannon, Christopher and Derek D. Rucker, "When the Going Gets Tough: How People Support Those Enduring Hardship," in preparation for *Journal of Personality and Social Psychology*.

Cannon, Christopher, Derek D. Rucker, and David Gal, "The Endowment Effect: Unique Predictions from a Cognitive Elaboration Account," in preparation for *Journal of Consumer Research*.

Cannon, Christopher and Derek D. Rucker, "A Hierarchical Framework for Agency and Communion in Consumer Psychology," in preparation for *Journal of Consumer Psychology*.

Cannon, Christopher, Derek D. Rucker, and Adam D. Galinsky, "A 3R Framework for Leadership Styles: Rank, Relationships, and Resources," in preparation for *Psychological Review*.

RESEARCH IN PROGRESS

Cannon, Christopher, Sharlene He, Xiaomeng Fan, Jessica Gamlin, Rebecca J. Krause, Chelsea Galoni, "The Golden Quadrant of Solid and Liquid Consumption." (6 studies completed)

Cannon, Christopher, Perrine Desmichel, and Derek D. Rucker, "The Curvilinear Effect of Luxury Consumption on Perceived Competence." (5 studies completed)

Cannon, Christopher and Blake Nichols, "Nurturance and Compensatory Consumption."

Cannon, Christopher and Emily Garbinsky, "Partner Income and Relationship Wellbeing."

Cannon, Christopher and Erick M. Mas, "Disadvantage and Political Ideology."

HONORS AND AWARDS

Shidler College Faculty Fellow, 2021-present

AMA-Sheth Foundation Doctoral Consortium Fellow, 2019

Graduate Student Poster Award Runner-up, Society for Personality and Social Psychology, 2019

Conference Travel Grant, Northwestern University, 2016 & 2018

Graduate Travel Award, Society for Personality and Social Psychology, 2016

Graduate Fellowship, Northwestern University, 2014-2019
Rackham Graduate Student Research Grant, University of Michigan, 2013
Phi Beta Kappa, University of Michigan, 2013

INVITED TALKS

University of Hawai'i at Mānoa, Shidler College of Business, BUS 705 Guest Lecture, 2020
Virginia Tech, Pamplin College of Business, Graduate Student Workshop, 2020
University of Iowa, Tippie College of Business, Summer Brownbag, 2020
Northwestern University, Kellogg School of Management, Behavioral Brownbag, 2020
University of Miami, Miami Herbert Business School, 2019
University of Hawai'i at Mānoa, Shidler College of Business, 2019
Northwestern University, Kellogg School of Management, Day at Kellogg, 2019, 2020

CONFERENCE PRESENTATIONS

Conference Presentations

- Cannon, Christopher* and Derek D. Rucker, "The Dark Side of Luxury: Social Costs of Luxury Consumption," Society for Consumer Psychology Boutique Conference on Paucity in the Midst of Opulence: How Scarcity, Luxury, and Inequality Impact Consumer Behavior, Honolulu, HI, July 2022. (scheduled)
- Cannon, Christopher,* Kelly Goldsmith, and Caroline Roux, "An Integrative Theory of Consumer Advantage and Disadvantage," Society for Consumer Psychology Virtual Conference, March 2022.
- Cannon, Christopher,* Kelly Goldsmith, and Caroline Roux, "Two Pillars of Disadvantage: When and Why Scarcity is Different from Powerlessness," Association for Consumer Research Virtual Conference, October 2021.
- Cannon, Christopher* and Derek D. Rucker, "Gift Giving in Response to Others' Hardship: The Role of Recipient Optimism versus Pessimism," Association for Consumer Research Virtual Conference, October 2020.
- Cannon, Christopher,* Derek D. Rucker, and David Gal, "The Endowment Effect: Unique Predictions from a Cognitive Elaboration Account," Association for Consumer Research Virtual Conference, October 2020.
- Cannon, Christopher,* Derek D. Rucker, and Adam D. Galinsky, "Power is Conceptually and Empirically Distinct from Dominance and Prestige," Midwestern Psychological Association Conference, Chicago, IL, April 2020. (conference was cancelled due to COVID-19 concerns)
- Cannon, Christopher,* Derek D. Rucker, and David Gal, "The Endowment Effect: Unique Predictions from a Cognitive Elaboration Account," Society for Consumer Psychology Conference, Huntington Beach, CA, March 2020.
- Cannon, Christopher* and Derek D. Rucker, "The Dark Side of Luxury Consumption: The Social Costs of Luxury Consumption," Society for Consumer Psychology Conference, Savannah, GA, March 2019.
- Cannon, Christopher* and Derek D. Rucker, "The Dark Side of Luxury Consumption: The Social Costs of Conspicuous Consumption," Association for Consumer Research Conference, Dallas, TX, October 2018.

Cannon, Christopher* (Symposium Chair) and Derek D. Rucker, "An Integrative Theory of Social Rank: A Motivational Perspective," Society for Personality and Social Psychology Annual Convention, Atlanta, Georgia, March 2018.

Cannon, Christopher* and Derek D. Rucker, "Agency and Communion in Consumer Behavior: Evidence for Unique Motives and their Consequences," Society for Consumer Psychology Conference, Dallas, Texas, February 2018.

Cannon, Christopher* and Derek D. Rucker, "Conceptualization and Measurement of Agency and Communion in Consumer Behavior: The Communal and Agentic Motives Scale," Trans-Atlantic Doctoral Conference, London, UK, May 2017.

Cannon, Christopher* and Derek D. Rucker, "The Art of Brand Name-Dropping: A Dual Attribution Model of Conspicuous Consumption," Association for Consumer Research Conference, New Orleans, LA, October 2015.

Symposium Presentations

Cannon, Christopher* and Derek D. Rucker, "A Cognitive Elaboration Perspective of the Endowment Effect," Kellogg-Booth Student Symposium, Chicago, IL, April 2018.

Cannon, Christopher* and Derek D. Rucker, "Communal and Agentic Goal Endorsement: Scale Development and Validation," Kellogg-Booth Student Symposium, Chicago, IL, April 2016.

Cannon, Christopher* and Derek D. Rucker, "The Art of Brand Name-Dropping: A Dual Attribution Model of Conspicuous Consumption," Kellogg-Booth Student Symposium, Chicago, IL, April 2015.

Poster Presentations

Cannon, Christopher,* Derek D. Rucker, and Adam D. Galinsky, "Leader Perception: Understanding the Building Blocks of Leader Archetypes," Society for Personality and Social Psychology Virtual Annual Convention, February 2021.

Cannon, Christopher* and Derek D. Rucker, "What Does it Take to be a Leader? A Motivational Framework for Categorizing Leadership Type," Society for Personality and Social Psychology Annual Convention, Portland, Oregon, February 2019. (Graduate Student Poster Award Runner-up)

Cannon, Christopher* and Derek D. Rucker, "Conceptualization and Measurement of Agency and Communion in Personality and Social Psychology," Society for Personality and Social Psychology Annual Convention, San Antonio, Texas, January 2017.

Cannon, Christopher* and Derek D. Rucker, "Conceptualization and Measurement of Agency and Communion in Personality and Social Psychology," Self & Identity Preconference at the Society for Personality and Social Psychology Annual Convention, San Antonio, Texas, January 2017.

** Presenter*

TEACHING EXPERIENCE

Shidler College of Business, University of Hawai'i at Mānoa
Principles of Marketing (undergraduate), Fall 2020, Fall 2021
Seminar in Select Marketing Topics (doctoral), Spring 2022

Teaching Assistant, Kellogg School of Management

Marketing Management, Marketing Research and Analytics, Marketing Strategy, Advertising Strategy, Behavioral Marketing Science, Retail Analytics, 2014-2020

Graduate Student Instructor, University of Michigan

Introduction to Psychology, 2013-2014

PROFESSIONAL AFFILIATIONS

American Marketing Association (AMA)

Association for Consumer Research (ACR)

Society for Consumer Psychology (SCP)

Society for Personality and Social Psychology (SPSP)

SELECT MEDIA MENTIONS OF MY RESEARCH

[“Why We Can’t All Get Away With Wearing Designer Clothes,”](#) *Kellogg Insight*, Jan. 2, 2019

[“How to Make the Most Out of Not Having Enough,”](#) *TEDxNashville*, June 10, 2019

[“De prijs van status”](#) (“The price of status”), *Het Financieele Dagblad* (Dutch newspaper), June 15, 2019

[“Wearing Luxury Brands Might Give the Wrong Impression,”](#) *Character & Context*, June 17, 2019

[“The Best Ways to Reverse Scarcity Mindset, According to Researchers Who Study It,”](#) *Forge*, July 12, 2019

[“When Job Applicants Should—and Shouldn’t—Wear Luxury Brands,”](#) *The Wall Street Journal*, August 11, 2019

[“The Four Social Media Horsemen of the Scarcity Apocalypse,”](#) *Forbes*, Sept. 10, 2019

[“HR Reveals What You Should \(And Shouldn’t\) Wear To A Job Interview,”](#) *Forbes*, Nov. 13, 2019

[In Focus with David Kawada](#), radio podcast, July 29, 2021

SERVICE TO THE UNIVERSITY AND FIELD

Institute for Sustainability and Resilience (ISR)

Curriculum Committee Member, 2021-present

Ad Hoc Reviewer

Journal of Consumer Research, Trainee Reviewer

Journal of Marketing Research

Journal of Consumer Psychology

Journal of the Association for Consumer Research

Journal of Business Research

Marketing Letters

Organizational Behavior and Human Decision Processes

Trends in Cognitive Sciences

European Journal of Social Psychology

Research Grants Council of Hong Kong

SCP Dissertation Proposal Competition

ACR Conference Paper Submissions

SPSP Conference Single Presenter Submissions