

# Christopher Cannon

Marketing Department  
Shidler College of Business  
University of Hawai'i at Mānoa  
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## EMPLOYMENT

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

## EDUCATION

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**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

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

## PUBLICATIONS

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- Cannon, Christopher, Kelly Goldsmith, and Caroline Roux (2025), "An Integrative Theory of Resource Discrepancies," *Journal of Consumer Psychology*, 35(1), 81-97.
- Roux, Caroline, Kelly Goldsmith, and Christopher Cannon (2023), "On the Role of Scarcity in Marketing: Identifying Research Opportunities across the 5Ps," *Journal of the Academy of Marketing Science*, 51(6), 1197-1202. \*invited commentary
- Cannon, Christopher and Derek D. Rucker (2022), "Motives Underlying Human Agency: How Self-efficacy and Self-enhancement Affect Consumer Behavior," *Current Opinion in Psychology*, 46, 101335.
- Goldsmith, Kelly, Caroline Roux, Ali Tezer, and Christopher Cannon (2022), "De-stigmatizing the "Win-win:" Making Sustainable Consumption Sustainable," *Current Opinion in Psychology*, 46, 101336.
- 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*.

## **BOOK CHAPTERS**

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Cannon, Christopher, Caroline Roux, and Kelly Goldsmith (2024), "Understanding Scarcity: From Marketing to Policy, Management, and Beyond," *Foundations and Trends in Marketing*, 19(1), 1-63, Eds. Josh Eliashberg and Bernd Schmitt.

Goldsmith, Kelly, Caroline Roux, Christopher Cannon, and Ali Tezer (2024), "The Yin and Yang of Hard Times: When Can States of Vulnerability Motivate Self-Improvement?," *The Vulnerable Consumer (Review of Marketing Research, Vol. 21)*, Ed. Angela Y. Lee, Emerald Publishing Limited.

Roux, Caroline, Christopher Cannon, and Kelly Goldsmith (2024), "How Resource Scarcity Shapes Consumer Behaviour: Implications from the COVID-19 Pandemic," *Precision Retailing: Driving Results with Behavioral Insights and Data Analytics*, Eds. Laurette Dubé, Maxime C. Cohen, Nathan Yang, and Bassem Monla, University of Toronto Press: Toronto.

Cannon, Christopher (2023), "Scarcity," *SAGE Business Foundations*, ed. Ernest Baskin, SAGE Publications, Inc.

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

## **RESEARCH UNDER REVIEW AND IN PREPARATION**

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Garbinsky, Emily N., Christopher Cannon, and Nicole L. Mead, "A Unifying Conceptual Framework for Consumer Saving," invited revision at the *Journal of Consumer Research*.

Cannon, Christopher, Perrine Desmichel, and Derek D. Rucker, "The Status Penalty: A Curvilinear Relationship Between Status and Competence in Social Signaling," in preparation for *Journal of Personality and Social Psychology*.

Cannon, Christopher, Sharlene He, Xiaomeng Fan, Jessica Gamlin, Rebecca J. Krause, Chelsea Galoni, "The Golden Quadrant of Solid and Liquid Consumption," working paper, in preparation for *Journal of the Academy of Marketing Science*.

Cannon, Christopher and Derek D. Rucker, "When the Going Gets Tough: How People Support Those Enduring Hardship," working paper, 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," working paper, in preparation for *Journal of Consumer Research*.

Wang, Hong, Miao Hu, Qimei Chen, and Christopher Cannon, "From Financial Desperation to Art Inspiration: How Arts and Culture Experiences Buffer Against Psychological Impact from Income Shocks During COVID-19," reject and resubmit at *Journal of Marketing*.

Cannon, Christopher, Emily N. Garbinsky, and Stephanie M. Smith, "Choosing Dates for Others" (4 studies completed)

Cannon, Christopher and Hooria Jazaieri, "You'll Never Be Harvard: The Unintended Consequences of Advertising about University Rankings" (4 studies completed)

Nichols, M. Blake and Christopher Cannon, "Nurturance Identity Threats and Compensatory Consumption." (3 studies completed)

## **HONORS AND AWARDS**

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Manoa Faculty Research Travel Award, 2022, 2023  
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**

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Cornell University, SC Johnson College of Business, Marketing Brownbag, 2022  
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**

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### **Conference Presentations**

Cannon, Christopher,\* Sharlene He, Xiaomeng Fan, Jessica Gamlin, Rebecca Krause-Galoni, and Chelsea Galoni, "The Golden Quadrant of Solid and Liquid Consumption," Society for Consumer Psychology Conference, Nashville, TN, March 2024.

Cannon, Christopher\* and Emily Garbinsky, "How Gender Stereotypes Shape Relative Income Preferences in a Partner," Association for Consumer Research, Seattle, WA, October 2023.

Cannon, Christopher and Emily Garbinsky,\* "Gender Stereotypes in Dating: When a Higher Income Can Help versus Hurt Mate Desirability," European Association for Consumer Research, Amsterdam, the Netherlands, July 2023.

Cannon, Christopher,\* Perrine Desmichel, and Derek D. Rucker, "Luxury Tiers: The Curvilinear Effect of Luxury Consumption on Perceived Competence," Society for Consumer Psychology Conference, San Juan, Puerto Rico, March 2023.

Cannon, Christopher,\* Sharlene He, Xiaomeng Fan, Jessica Gamlin, Rebecca Krause-Galoni, and Chelsea Galoni, "The Golden Quadrant of Solid and Liquid Consumption," Association for Consumer Research Conference, Denver, CO, October 2022.

Cannon, Christopher,\* Perrine Desmichel, and Derek D. Rucker, "Luxury Tiers: The Curvilinear Effect of Luxury Consumption on Perceived Competence," Association for Consumer Research Conference, Denver, CO, October 2022.

Cannon, Christopher,\* Kelly Goldsmith, and Caroline Roux, "An Integrative Theory of Consumer Advantage and Disadvantage," 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.

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.

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**

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*Shidler College of Business, University of Hawai'i at Mānoa*

Principles of Marketing (undergraduate), Fall 2020, Fall 2021, Spring 2023, Spring 2024

Consumer Behavior (undergraduate), Fall 2022, Fall 2023, Fall 2024

Seminar in Consumer Behavior (doctoral), Spring 2025

Seminar in Select Marketing Topics (doctoral), Spring 2022

Directed Reading and Research (doctoral), Spring 2023

*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**

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Association for Consumer Research (ACR)  
Society for Consumer Psychology (SCP)

## **SELECT MEDIA MENTIONS OF MY RESEARCH**

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[“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**

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### **Editorial Review Board**

Reviewer, *Journal of Consumer Research*, 2025-present

### **Ad Hoc Reviewer**

*Journal of Consumer Psychology*  
*Journal of Marketing Research*  
*Journal of Marketing*  
*Journal of the Association for Consumer Research*  
*Journal of Business Research*  
*Marketing Letters*  
*International Journal of Research in Marketing*  
*Psychology & Marketing*  
*Organizational Behavior and Human Decision Processes*  
*Trends in Cognitive Sciences*  
*Personality and Social Psychology Bulletin*  
*Perspectives on Psychological Science*  
*European Journal of Social Psychology*  
*Scientific Reports*  
*Research Grants Council of Hong Kong*  
*MSI Alden G. Clayton Doctoral Dissertation Proposal Competition*  
*SCP Dissertation Proposal Competition*  
*SCP Conference Paper Submissions*  
*ACR Conference Paper Submissions*  
*SPSP Conference Single Presenter Submissions*

*Institute for Sustainability and Resilience (ISR)*  
Curriculum Committee Member, 2021-2023

*Dissertation Committee Member*  
Hong Wang (expected graduation: 2024)

Yinuo Shen (expected graduation: 2025)

John Friend (expected graduation: 2025)

M. Blake Nichols (expected graduation: 2025)