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EDUCATION

PhD in Applied economics, Ghent University, 2003

Master in Psychology and Educational Sciences, Ghent University, 1998

PROFESSIONAL EMPLOYMENT

Associate Professor, department of Marketing, Faculty of Economics and Business Administration, Ghent University (2013-present)

Assistant Professor, department of Business Administration and Public Administration, Ghent University College (2005-2012)

Graduate researcher, department of Marketing, Faculty of Economics and Business Administration, Ghent University (2002-2004)

Doctoral fellow, department of Marketing, Faculty of Economics and Business Administration, Ghent University (1998-2001)

PUBLICATIONS

WEB OF SCIENCE ARTICLES

Van den Berghe, B., Heuvinck, N., Vermeir I., & Schellekens, G. (2015). "A Change of Pace" Goal Gradients in Locomotor Behaviour. *Journal of Consumer Research*, forthcoming. (SCI Impact factor 2014: 3.125 – ranking business: 16/115)

- Cabooter, E., Weijters, Geuens, M., Vermeir, I. (2015). Scale format effects on response option interpretation and use. *Journal of Business Research*, forthcoming. (SSCI: Impact 2014: 1.480 – ranking business: 54/115)
- Van Kerckhove, A., Geuens, M., & Vermeir, I. (2015). The floor is nearer than the sky: how looking up or down affects construal level. *Journal of Consumer Research*, 41(6), 1358-1371. (SCI Impact factor 2014: 3.125 – ranking business: 16/115)
- Quaschnig, S., Pandelaere, M., & Vermeir, I. (2014). When consistency matters: the effect of valence consistency on review helpfulness. *Journal of Computer-Mediated Communication*, 20(2), 136-152. (SCI Impact factor 2014: 3.117 – ranking communication: 2/76)
- Van Vaerenbergh, Y., Orsingher, C., Vermeir, I., & Larivière, B. (2014). A Meta-Analysis of Relationships Linking Service Failure Attributions to Customer Outcomes. *Journal of Service Research*, 17(4), 381-398. (SCI Impact factor 2014: 2.484 – ranking business: 23/115)
- Vermeir, I., Kasakova, S., Cauberge V., Tessitore, T., & Slabbinck, H. (2014). Impact of flow on recognition of and attitudes toward in-game brand placements: brand congruence and placement prominence as moderators. *International Journal of Advertising*, 33(4), 785-810. (SCI Impact factor 2013: 1.094 – ranking communication: 28/76)
- Quaschnig, S., Pandelaere, M., & Vermeir, I. (2013). Easy on the mind: how sorting options on different attributes influences their evaluations. *Journal of Business Research*, 67(7), 1530-1536. (SSCI: Impact 2012: 1.484 – ranking business: 57/111)
- Van Vaerenbergh, Y., Vermeir, I., & Larivière, B. (2013). Service recovery's impact on customers next-in-line. *Managing Service Quality*, 23(6), 495-512 (SSCI Impact: 2012: 0.778, ranking management – 103/173)
- Verbeke, W., Rutsaert, P., Bonne, K & Vermeir I., (2013). Credence quality coordination and consumers' willingness-to-pay for certified halal labelled meat. *Meat Science*, 95, 790–797. (SCI Impact 2012: 2.745 - ranking food science & technology – 34/123)
- De Bock, T., Vermeir, I., & Van Kenhove, P. (2013). What's the harm in being unethical? These strangers are rich anyway! Exploring underlying factors of double standards. *Journal of Business Ethics*, 112(2). p.225-240 (SSCI: Impact 2010: 1.125 – ranking ethics – 7/50)
- Van Vaerenbergh, Y., Larivière, B., & Vermeir, I. (2012). The Impact of Process Recovery Communication on Customer Satisfaction, Repurchase Intentions, and Word-of-Mouth Intentions. *Journal of Service Research*, 15(3), 262, 279 (SSCI: Impact 2010: 1.615 - ranking business: 26/111)
- Elen, M., D'Heer, E., Geuens, M., & Vermeir, I. (2012). The Influence of Mood, Decision Style and Affect Intensity on Attitude-Behaviour Consistency. *Journal of Business Research*, 15(3), 262-279, (SSCI: Impact 2010: 1.773 - ranking business: 57/111)
- Van Kerckhove, A., Geuens, M., & Vermeir, I. (2012). A motivational account of the Question-Behaviour effect, *Journal of Consumer Research*, 39(1), 111-127. (SSCI: Impact 2010: 2.590 - ranking business: 15/11)
- Van Kerckhove, A., Geuens, M., & Vermeir, I. (2012). Intention Superiority Perspectives on Preference-decision Consistency, *Journal of Business Research*, 65(5), 692-700. (SSCI: Impact 2010: 1.773 - ranking business: 57/111)
- Van Kerckhove, A., Vermeir, I., & Geuens, M. (2011). Combined Influence of Selective Focus and Decision Involvement on Attitude-Behaviour Consistency in a Context of Memory–

- based Decision Making, *Psychology & Marketing*, 28(6), 539-560. (SSCI: Impact 2010: 1.385 – ranking business – 71/111)
- Vermeir, I. & Van Kenhove, P. (2008). Gender differences in Double standards. *Journal of Business Ethics*, 81(2), 281-295. (SSCI: Impact 2008: 1.023 – ranking ethics – 7/50)
- Vermeir, I. & Verbeke, W. (2008). Sustainable food consumption among young adults in Belgium: Theory of planned behaviour and the role of confidence and values. *Ecological Economics*, 64, 542-553. (SSCI: Impact 2008: 1.912 – ranking economics – 33/333)
- Verbeke, W., Vermeir, I. & Brunsø, K. (2007). Consumer evaluation of fish quality as basis for fish market segmentation. *Food Quality and Preference*, 18, 651-661. (SCI: Impact 2007: 1.796 – ranking food science & technology – 19/123)
- Bonne, K., Vermeir, I. & Verbeke W. (2007). Determinants of halal meat consumption in France. *British Food Journal*, 109 (4-5), 367-386. (SSCI: Impact 2007: 0.520 – ranking food science & technology – 89/123)
- Wijnen, K., Vermeir I., & Van Kenhove P. (2007). The relationship between traits, personal values, topic involvement and topic sensitivity in a mail survey context. *Personality and Individual Differences*, 42(1), 61-73. (SSCI: Impact 2007: 1.400 – ranking social psychology – 16/61)
- Vermeir, I. & Geuens, M. (2006). Need for Closure and Leisure of Youngsters. *Psychological Reports*, 98(2), 463-476. (SSCI: Impact 2006: 0.364 – psychology, interdisciplinary – 103/129)
- Vermeir, I. & Verbeke, W. (2006). Sustainable food consumption: Exploring the consumer attitude-behaviour gap. *Journal of Agricultural and environmental Ethics*, 19(2), 169-194. (SSCI: Impact 2006: 0.740 – ranking ethics – 14/50)
- Vermeir, I. & Van Kenhove, P. (2005). The Influence of Need for Closure and Perceived Time Pressure on the Search for Price and Promotional Information. *Psychology & Marketing*, 22(1), 71-95. (SSCI: Impact 2005: 0.857 – ranking business – 71/111)
- Geuens, M., De Pelsmacker, P., & Vermeir, I. (2004). The Importance of media planning, ad likeability and brand position for ad and brand recognition in radio spots. *International Journal of Market Research*, 46(6), 465-477. (SSCI: Impact 2004: 0.265 – ranking business – 95/111)
- Vermeir, I., Van Kenhove, P & Hendrickx, H. (2002). The Influence of Need for Closure on Consumer' Choice Behaviour, *Journal of Economic Psychology*, 23(6), 703-727. (SSCI: Impact 2002: 0.476 – ranking economics - 100/333)
- Van Kenhove P., Vermeir I., & Verniers, S. (2001). An empirical investigation of the relationship between ethical beliefs, ethical ideology, political preference and Need for Closure, *Journal of Business Ethics*, 32, (4), 347-361. (SSCI: Impact 2001: 0.401 - – ranking ethics – 7/50)

WEB OF SCIENCE CONFERENCE PROCEEDINGS

- Vermeir, I., & Van Loock, N. (2010). Older adults' use of new media. Association for Consumer research Conference. Pittsburgh, USA. October, 23-26.
- Vermeir, I. (2009). Strong attitudes versus strong situations: Social pressure on recycling. Proceedings of the 2008 North American Conference of the Association for Consumer Research, Ann L. McGill & Sharon Shavitt (eds.), October 23-26, 2008, San Francisco.

- Vermeir, I. (2009). The consumer who knew too much: online movie piracy by young adults. Proceedings of the 2008 North American Conference of the Association for Consumer Research, Ann L. McGill & Sharon Shavitt (eds.), October 23-26, 2008, San Francisco.
- Vermeir, I. & Geuens, M. (2008). Need for closure and media use of youngsters. Proceedings of 2007 of the North American Conference of the Association for Consumer Research, October, Memphis, USA.
- Bonne, K., Vermeir I., Bergeaud-Blackler, F. & Verbeke, W; (2006). Factors influencing halal meat consumption: An application of the theory of planned behaviour. Proceedings of the 6th Congress of the European Society for Agricultural and Food Ethics, Oslo, Norway, June, 22-24, p 263-269.

VABB- LIST

VABB - PAPERS

- Vermeir, I. & Van de Sompel, Dienneke (2014). Assessing the what is beautiful is good stereotype and the influence of moderately attractive and less attractive advertising models on self-perception, ad attitudes, and purchase intentions of 8–13-year-old children. *Journal of Consumer Policy*, 37(2), 205-2333.
- Vermeir, I. & Verbeke W. (2009). Impact of religion on halal meat consumption decision-making in Belgium. *Journal of International Food & Agribusiness Marketing*, 21(1), 5-26.
- Pieniak, Z., Verbeke, W., Vermeir, I., Brunsø, K. & Olsen, S.O. (2007). Consumer interest in fish information and labelling: exploratory insights. *Journal of International Food & Agribusiness Marketing*, 19 (2/3), 117-141.

VABB – BOOK CHAPTERS

- Vermeir, I. (2009). Sustainable food consumption, involvement and knowledge: an application of the theory of Planned Behaviour. In *Consumer Behaviour focus*, Nova Science Publishers, New York.

BOOK CHAPTERS

- Uyttensprot, I. & Vermeir, I. (2013). Should I recycle or Not? Effects of Attitude strength and Social pressure. *Dynamics of Competitive Advantage and Consumer Perception in Social Marketing*. IGI global 1-11.
- Vermeir, I. & Van de Sompel, D. (2013). How advertising beauty influences children's self-perception and behaviour. *Dynamics of competitive advantage and consumer perception in social marketing*, 327- 347.
- Van De Sompel, D., Vermeir, I. & Pandelaere, M. (2012). Gender differences in children's creativity level and play preferences. In *Consumer Behaviour focus*, Nova Science Publishers, New York.
- Van Vaerenbergh, Y., Van de Sompel, D., Van Loock, N. & Vermeir, I. (2011) the impact of brand name placement in song lyrics on brand attitudes: does the attitude toward the

- artist matter? In *Advances in advertising research: breaking new grounds in theory and practice*, Shintaro Okazaki (ed.), vol. 2, Gabler Verlag, 21-33.
- Van Kerckhove, A., Vermeir, I. & Geuens, M. (2008). De inconsistente consument: een onderzoek naar de kloof tussen consumentenattitudes en hun uiteindelijke gedrag. *Marketing denken en doen, Marketingjaarboek 2009*, Duyck, R. & Van Tilborgh, C. (eds.), Pimms NV, Kalmthout.
- Wijnen, K., Vermeir, I. & Van Kenhove, P. (2007). The Relationships between Topic Involvement, Topic Sensitivity, and Two Motivational Factors, as Response Inducements, in a Mail Survey Context. In *Public Opinion Research focus*, Nova Science Publishers, New York.
- Bonne, K., Vermeir, I., Bergeaud-Blackler, F. and Verbeke, W. (2006). Factors influencing halal meat consumption: an application of the theory of planned behaviour. In: Kaiser, M. and Lien, M. (eds.), *Ethics and the politics of food*, pp.263-269. Wageningen: Wageningen Academic Publishers, ISBN 90 8686 008 7.
- Hendrickx, H., Vlerick, P. Van Kenhove, P., Vermeir I. & Bosmans, A. (2002). Illogic: Computer-assisted model for interpretive analysis of qualitative data. In *Liber Amicorum Pol Coetsier*, Academia Press.

CONFERENCE PROCEEDINGS

- Verstraeten, J., Geuens, M., & Vermeir, I. (2016). How Choice Overload Leads us to Succumb to Temptation. Society for Consumer Psychology Conference.
- Verhulst, N., Vermeir, I. & Slabbinck, H. (2015). Do neurotransmitters shape our reactions to service encounters? The case of SE & OT. *Frontiers in Services Conference*.
- Van den Berghe, B., Heuvinck, N., Vermeir I., & Schellekens, G. (2015). "A Change of Pace" Goal Gradients in Locomotor Behaviour. *Proceedings of the European Marketing Conference*.
- Verhulst, N., Vermeir, I. & Slabbinck, H. (2015). Do neurotransmitters shape our reactions to service encounters? The case of SE & OT. *Proceedings of the European Marketing Conference*.
- Van Den Driessche, L., Vermeir I. & Pandelaere M., (2015). Follow your curiosity, you won't regret it. *Proceedings of the European Marketing Academy Conference*.
- Van de Sompel, D. & Vermeir, I. (2015). Playing by the book. Identifying determinants of children's play behaviour and subsequent toy preferences. *Proceedings of the European Marketing Academy Conference*.
- Huyghe, E., Geuens, M. & Vermeir, I (2015). How squeeze tubes affect consumption volume. *Proceedings of the European Marketing Conference*.
- Van Den Driessche, L., Vermeir I. & Pandelaere M (2014). The curious case of curiosity, unpleasant advertising and curiosity. *Proceedings of the European Association for consumer research conference*.
- Van Den Driessche, L., Vermeir I. & Pandelaere M (2014). I-curiosity and D-curiosity in smoking initiation: is regret the key? *EMAC Conference*.
- Van de Sompel, D., Pandelaere, M., Vermeir, I. (2014). Children's replicating and originating play behaviour: the role of personality and situational cues and the effect on consumer

- choices. Proceedings of the Child and Teen Consumption Conference (CTC): Being, Becoming and Belonging, Abstracts.
- Quaschnig, S., Pandelaere, M., & Vermeir, I. (2013). Easy on the mind: rankings and consumer product evaluations. La Londe Consumer Behaviour Conference, Abstracts.
- Van Den Driessche, L., Vermeir I. & Pandelaere M., (2013). The curious case of curiosity: unpleasant advertising and curiosity, European Marketing Academy, Proceedings.
- Vermeir, I., Van de Sompel, D. (2013). Advertising beauty can influence children's advertising model perception, self-perception and advertising effectiveness. Proceedings of the 2013 European Conference of the Association for Consumer Research.
- Van de Sompel, D., Pandelaere, M., Vermeir, I. (2013). The influence of materialism and motivation on children's reason for playing. Proceedings of the 2013 Society for Consumer Psychology Annual Winter Conference.
- Quaschnig, Q., Pandelaere, M., Vermeir, I. (2013). When being consistent matters: the effect of valence consistency on review helpfulness. European Marketing Academy, Abstracts. .
- Van Kerckhove, A., Geuens, M., Vermeir, I. (2013). The influence of looking down versus up as a learned distance cue on level of construal. La Londe Consumer Behaviour Conference, Abstracts.
- Quaschnig, S., Pandelaere, M., Vermeir, I. (2013). An attribution explanation of the effect of valence consistency on review helpfulness. European Conference of the Association for Consumer Research, Abstracts.
- Huyghe, E., Geuens, M., Vermeir, I (2013). How variety in flavours within indulgent and healthy food options affects perceived healthiness and preference for promotion types. Association for Consumer Research, Abstracts.
- Heuvinck, N., Vermeir I. & Geuens, M. (2012). When being sure that you are unsure predicts behaviour - Some ambivalent attitudes are more predictive of behaviour than others". European Association of Social Psychology, 4th Meeting on the Psychology of Attitudes - Motivational Processes in Attitudes. Ghent, Belgium, May, 25-27.
- Heuvinck, N., Vermeir I. & Geuens, M. (2012). When the Bias is in Mind and Eyes" Coping with Ambivalence by (Biased) Information Processing, Proceedings of the 2012 European Marketing Conference, Lisbon, Portugal, May, 22-25.
- Quaschnig, S., Pandelaere, M., & Vermeir, I. (2012). Easy on the Mind: How Rankings Influence Attribute Weights in Multi-Attribute Decision Tasks, Proceedings of the 2012 European Marketing Conference, Lisbon, Portugal, May, 22-25.
- Van Loock, N., Vermeir, I., & Geuens, M., (2012). Always take the weather with you, unless you want your digital signage advertising to be effective. Communication & Mass Media Abstracts, 10th Annual International Conference on Communication and Mass Media, Athens, Greece, May, 14-17.
- Van de Sompel, D., Vermeir, I., & Pandelaere, P. (2012). Children's Play Behaviour and Resulting Game Choices: Investigating the Influence of Personality Materialism and Ownership of products. Proceedings of the 2012 SCP Winter Conference, Las Vegas, USA, February, 16-18.
- Van Kerckhove, A., Geuens, M. & Vermeir, I (2012). Looking down is the way up: The influence of looking down versus up on the scope of evoked processing style. Proceedings of the 2012 SCP Winter Conference, Las Vegas, USA, February, 16-18.

- Heuvinck, N., Vermeir I. & Geuens, M. (2012). "When being sure that you are unsure predicts behaviour". Some Ambivalent attitudes are more Predictive of Behaviour than others. Proceedings of the 2012 SCP Winter Conference, Las Vegas, USA, February, 16-18.
- Heuvinck, N., Vermeir I. & Geuens, M. (2012). Spreading word of mouth when loving and hating the same object: The impact of attitude ambivalence on pre- and post-failure word of mouth. Proceedings of the 2012 SCP Winter Conference, Las Vegas, USA, February, 16-18.
- Heuvinck, N., Vermeir I. & Geuens, M. (2012). "Listen, I am not in the mood but these words matter... to me at least. Coping with Ambivalence through spreading Word-Of-Mouth. Proceedings of the 2012 SCP Winter Conference, Las Vegas, USA, February, 16-18.
- Quaschnig, S., Pandelaere, M., & Vermeir, I. (2012). The influence of Rankings on attribute weights in Multi-attribution decision tasks. Proceedings of the 2012 SCP Winter Conference, Las Vegas, USA, February, 16-18.
- Van de Sompel, D., Pandelaere, P, & Vermeir, I. (2012). The influence of Materialism, Overall life Goals and Intrinsic Play motivation on Children's' reason for Playing. Proceedings of the 2012 SCP Winter Conference, Las Vegas, USA, February, 16-18.
- Uyttersprot I., Vermeir, I. & Geuens, M (2012). The influence of information sidedness on the anticipation of negative reactions: the role of attitudinal ambivalence. Proceedings of the 2012 SCP Winter Conference, Las Vegas, USA, February, 16-18.
- Quaschnig, S., Pandelaere, M., & Vermeir, I. (2012). A question of taste? The difference in Perceived helpfulness of online reviews for utilitarian versus hedonic products. Proceedings of the 2012 SCP Winter Conference, Las Vegas, USA, February, 16-18.
- Van Kerckhove, A., Geuens, M. & Vermeir, I (2011). Intention Superiority as a Mechanism of the Question-behaviour effect. Proceedings of the 2011 European Association of Social Psychology conference, Stockholm, Sweden, July, 12-16.
- Quaschnig, S., Pandelaere, M., & Vermeir, I. (2011). How rankings influence attribute importance: The role of complexity. Proceedings of the 27^{ème} Congrès de l'Association Française du Marketing (AFM) Brussel, May 18-20.
- Van Kerckhove, A., Geuens, M. & Vermeir, I (2011). Intention Superiority as a Mechanism of the Mere measurement effect. Proceedings of the 2011 La Londe Conference, Marketing Communications and Consumer Behaviour, La Londe les Maures, France, May 31-June 3.
- Elen, M., D'Heer, E., Geuens, M, & Vermeir, I. (2011). The Influence of Mood, Decision Style and Affect Intensity on Attitude-Behaviour Consistency. Proceedings of the 2011 La Londe Conference, Marketing Communications and Consumer Behaviour, La Londe les Maures, France, May 31-June 3.
- Uyttersprot I., Vermeir, I. & Geuens, M (2011). Should I recycle or not? Effects of attitude strength and social pressure. Proceedings of the 40th Annual Conference of the European Marketing Academy (EMAC), May 24-27, Faculty of Economics, Ljubljana, Slovenia.
- Heuvinck, N., Vermeir I. & Geuens, M. (2011). Folks, Listen Up! My Words Matter...to Me at Least, Coping with Ambivalence through Spreading Word-Of-Mouth. Proceedings of the 40th Annual Conference of the European Marketing Academy (EMAC), Faculty of Economics, Ljubljana, Slovenia, May 24-27.
- Quaschnig, S., Vermeir, I. & Pandelaere, M. (2011). How rankings influence attribute importance: The role of complexity. Proceedings of the 40th Annual Conference of the

- European Marketing Academy (EMAC), Faculty of Economics, Ljubljana, Slovenia, May 24-27.
- Van De Sompel, D., Pandelaere, M. & Vermeir, I. (2011). The effect of materialism on children's' play behaviour and goals pursuit. Proceedings of the 40th Annual Conference of the European Marketing Academy (EMAC), Faculty of Economics, Ljubljana, Slovenia, May 24-27.
- Heuvinck, N., Vermeir, I. & Geuens, M., (2011). Underneath the skin of attitude ambivalence: Coping with different types of ambivalence. Society for Consumer Psychology Conference. Atlanta, GA (USA), February, 24-26.
- Heuvinck, N., Van Vaerenbergh, Y., Vermeir, I. & Geuens, M., (2011) Spreading word-of-mouth when loving and hating the same object: The impact of attitude ambivalence on pre- and post-failure word-of-mouth. Society for Consumer Psychology Conference. Atlanta, GA (USA), February, 24-26.
- Heuvinck, N., Vermeir I. & Geuens, M. (2011). When Knowing is Better than Expecting" Resolving Different Types of Ambivalence by (Biased) Information Processing and Spreading Word-Of-Mouth. Association for Consumer Research Conference, St Louis, Missouri, USA, October, 13-16.
- Heuvinck, N., Geuens, M., & Vermeir I. (2011). The Good, The Bad and The Certain" When Ambivalent Attitudes Affect Intention Differently. Association for Consumer Research Conference, St Louis, Missouri, USA, October, 13-16.
- Quaschnig, S., Pandelaere, M. & Vermeir, I. (2010). What determines customers' evaluation of online reviews? The role of review and product characteristics. Association for Consumer Research Conference, Jacksonville, Florida, USA, October, 7-10.
- Quaschnig, S., Pandelaere, M. & Vermeir, I., (2010). Citations and herding: Why one article makes it and another doesn't. Association for Consumer Research Conference, Jacksonville, Florida, USA, October, 7-10.
- Quaschnig, S., Vermeir, I., & Pandelaere, M. (2010). The Use of Rankings in Uncertainty Reduction Efforts: A Basis Paradigm Association for Consumer Research Conference, Jacksonville, Florida, USA, October, 7-10.
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- Elen, M., Uyttersprot, I., Geuens, M. & Vermeir, I. (2010). The influence of assortment size on preference-consistent choice. Association for Consumer Research Conference, Jacksonville, Florida, USA, October, 7-10.
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- Cabooter, E., Weijters, B., Geuens, M. & Vermeir, I. (2010). Who said that looks don't matter, the effect of rating scales on response styles? In S.C. Beckmann, T. Ringberg & T. Ritter (eds), *The 6 Senses - The Essentials of Marketing*, Proceedings of the 39th Annual Conference of the European Marketing Academy (EMAC), Copenhagen Business School, Denmark, June 1-4.
- Van Vaerenbergh, Y.; Larivière, B. & Vermeir, I. (2010). The Impact of Informing Complaining and Non-complaining Customers of Process Recoveries on Customer Satisfaction and

- Attitudinal Loyalty. Proceedings of the 19th Annual AMA Frontiers in Service Conference, Karlstad, Sweden, June, 10 - 13.
- Van Vaerenbergh, Y.; Vermeir, I. & Larivière, B. (2010). Why Do Process Recovery Communications Work? Investigating the Mediating Role of Stability Attributions and Perceived Relationship Investment. Proceedings of the 11th La Londe Conference in Service Management, La Londe les Maures, France, May, 25 – 28.
- Van Vaerenbergh, Y.; Vermeir, I. & Larivière, B. (2010). The Different Impact of Customer Recovery and Process Recovery Communication on Controllability and Stability Attributions”. Proceedings of the biannual AMA SERVSIG International Service Research Conference, Porto, Portugal, June, 10 – 13.
- Heuvinck, N., Vermeir, I. & Geuens, M. (2010). Message efficacy for one-sided versus two-sided messages: The moderating role of attitude ambivalence. S.C. Beckmann, T. Ringberg & T. Ritter (eds), *The 6 Senses - The Essentials of Marketing*, Proceedings of the 39th Annual Conference of the European Marketing Academy (EMAC), Copenhagen Business School, Denmark, June 1-4.
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- Van Loock, N., Vermeir, I. & Geuens, M. (2010). Advertising repetition and complexity of digital signage advertisements: simplicity rules! In S.C. Beckmann, T. Ringberg & T. Ritter (eds), *The 6 Senses - The Essentials of Marketing*, Proceedings of the 39th Annual Conference of the European Marketing Academy (EMAC), Copenhagen Business School, Denmark, June 1-4.
- Van Kerckhove, A., Geuens, M. & Vermeir, I (2010). The backfire effects of choice intention formation for decision making in an out-of-stock context. In S.C. Beckmann, T. Ringberg & T. Ritter (eds), *The 6 Senses - The Essentials of Marketing*, Proceedings of the 39th Annual Conference of the European Marketing Academy (EMAC), Copenhagen Business School, Denmark, June 1-4.
- Van Loock, N., Vermeir, I. & Geuens, M. (2010). The effectiveness of digital versus traditional signage in a retail environment. Proceedings of the 9th International Conference on Research in Advertising (ICORIA), Madrid, Spain, June 25-260.
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- Van Kerckhove, A., Geuens, M. & Vermeir, I. (2009). Intention Superiority and the Question-Behaviour Effect. In J.P. Helfer & J.L. Nicolas (eds.), *Marketing & the Core Disciplines: Rediscovering References?*, Proceedings of the 38th Annual Conference of the European Marketing Academy (EMAC), Audencia School of Management, Nantes, France, May 26-29.
- Van Vaerenbergh, Y.; Vermeir, I. & Larivière, B. (2009). Enhancing Non-Complainers' Relationship Quality by Communicating Process Recoveries. In J.P. Helfer & J.L. Nicolas (eds.), *Marketing & the Core Disciplines: Rediscovering References?*, Proceedings of the 38th Annual Conference of the European Marketing Academy (EMAC), Audencia School of Management, Nantes, France, May 26-29.
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- Van Look, N., Vermeir, I. & Geuens, M. (2009). The effect of advertising complexity and repetition on attitude toward digital signage advertisements. Proceedings of the 8th International Conference on Research in Advertising (ICORIA), Klagenfurt, Austria, June 26-27.
- De Bock, T., Vermeir, I. & Van Kenhove, P. (2009). Exploring the impact of fear appeals on the prevention of shoplifting among Adolescents. In J.P. Helfer & J.L. Nicolas (eds.), *Marketing & the Core Disciplines: Rediscovering References?*, Proceedings of the 38th Annual Conference of the European Marketing Academy (EMAC), Audencia School of Management, Nantes, France, May 26-29.
- Van Kerckhove, A., Vermeir, I. & Geuens, M. (2008). Combined influence of selective focus and decision involvement on attitude-behaviour consistency in a context of memory-based decision making. *Marketing Landscapes: A Pause for Thought*, Proceedings of the 37th Annual Conference of the European Marketing Academy (EMAC), Perks, K. J. & Shukla, P. (eds.), University of Brighton, UK, May, 27-30.
- Van Kerckhove, A., Geuens, M. & Vermeir, I. (2008). The effect of sequential self-predictions on behaviour change. *Latin American Advances in Consumer Research*, volume 2, Acevedo, C. R., Hernandez, J. M. C. & Lowrey, T. M. (eds.); Sao Paulo, Brazil, July, 31 – August, 3.
- Geuens, M., Pecheux, C. & Vermeir, I. (2008). Co-branding in Advertising: The Issue of Category and Image Fit. Proceedings of the 2008 Latin-American Conference of the Association for Consumer Research, Sao Paulo, Brasil, July, 31 – August, 3.
- Cabooter, E., Weijters, B. Geuens, M. & Vermeir, I. (2008). Towards a better understanding of the phenomenon of response styles: the influence of self-regulatory focus, *Society for Consumer Psychology Conference*, New Orleans, February, 21-23.
- Vermeir, I. & Van Kenhove, P. (2007). Double Standards Revisited. Proceedings of the 36th EMAC conference, Reykjavik, Iceland, May, 22-25.
- Adams, L., Geuens, M. & Vermeir, I. (2007). The effectiveness of fear appeals in health campaigns: the role of self-regulatory focus. Proceedings of the 36th EMAC conference, Reykjavik, Iceland, May, 22-25.

- Bonne, K, Vermeir, I. & Verbeke, W. (2007). Factors influencing halal meat consumption in Belgium: an application of the Theory of Planned Behaviour. Proceedings of the 36th EMAC conference, Reykjavik, Iceland, May, 22-25.
- Adams, L., Geuens, M. & Vermeir, I. (2007). The effectiveness of fear appeals in health campaigns: the role of self-regulatory focus. Proceedings of the 36th EMAC conference, Reykjavik, Iceland, May, 22-25.
- Vermeir, I. (2006). Involvement, knowledge and perceived availability as determinants of sustainable food consumption. *Proceedings of the 2006 American Psychological Association Conference*, New Orleans, USA August, 10-13.
- Verbeke, W. & Vermeir, I. (2005). Determinants of the consumer attitude – behaviour gap in sustainable food consumption. In: VITO (ed.), *Proceedings of the 10th ERSCP European Round Table on Sustainable Consumption and Production*. Antwerp/Mol: VITO, October, 4-7.
- Vermeir, I., & Geuens, M. (2005). The influence of Need for Closure and Need for Cognition on consumers' importance of product attributes. *Proceedings of the Consumer Personality and Research Methods 2005 Conference*, September, Dubrovnik, Croatia.
- Vermeir, I., & Geuens, M. (2005). Need for Closure and Leisure of Youngsters. *Proceedings of the Consumer Personality and Research Methods 2005 Conference*, Dubrovnik, Croatia, September, 20-24.
- Verbeke, W., Vermeir, I. & Vackier, I. (2004). Impact of values, involvement and perceptions on consumer attitudes and intentions towards sustainable food consumption. In: De Tavernier, J. & Aerts, S. (eds.), *Science, Ethics and Society: Preprints of the 5th Congress of the European Society for Agricultural and Food Ethics*, pp. 81-85. Leuven: CABME, September, 2-4.
- Vermeir, I., Geuens, M. & Weijters, B. (2004). The influence of need for Closure on media preferences of youngsters. In J. Munuera (Ed.), *Worldwide Marketing? Proceedings of the 33th EMAC Conference*, Murcia, Spain, May, 18-21.
- Hendrickx, H., Vlerick, P., Van Kenhove P. & Vermeir I. (2000). Illogic: Computer-assisted model for interpretive analysis of qualitative data. In S.C. Beckmann, R. Elliott and S. Friese (Eds.), *Proceedings from the 2nd Workshop on Interpretive Consumer Research*, European Institute for Advanced Studies in Management, Brussels, May, 20.
- Vermeir, I., Van Kenhove, P., Vlerick, P., & Hendrickx, H. (1999). The Influence of Need for Closure on Choice Behaviour. In L.Hildebrandt, D. Annacker & D. Klapper (Eds.), *Proceedings from the 28th EMAC Conference*, Berlin, Germany, May, 11-14.
- Vermeir, I., Vlerick, P., Van Kenhove, P., & Hendrickx, H. (1999). The Influence of Need for Closure on Consumer Choice Behaviour. *Proceedings from the 52nd annual meeting of the Belgian Psychological Society*, May, Ghent, Belgium.
- Vermeir, I., (1998). The role of mode of presentation on the confidence-accuracy relationship of remembered events. *Proceedings of the 51st annual meeting of the Belgian Psychological Society*, Leuven, Belgium, May, 8.
- Vermeir, I., & Kemps, E. (1997). Mood, a mediator of place dependent effects in memory: Evidence for Eich's mood mediation hypothesis. *Proceedings of the 50th annual meeting of the Belgian Psychological Society*, Brussels, Belgium, April, 25.

Finalist JSR Best Article Award for 2014

Managing Service Quality Outstanding Paper Award of 2014

Best Paper Award based on a doctoral dissertation European Marketing Conference (EMAC 2013 - doctoral fellow Liesbet Van den Driessche)

Finalist Best Paper Award based on a doctoral dissertation European Marketing Conference (EMAC 2012 -Doctoral fellows Nico Heuvinck & Simon Quaschnig)

Best Paper Award based on a doctoral dissertation European Marketing Conference (EMAC 2011 – doctoral fellow Nico Heuvinck)

Finalist Best Paper Award International Conference on Research in Advertising (ICORIA 2010)

GRANTS AND FELLOWSHIPS

Towards a better understanding of the ease of justification in simultaneous, sequential and isolated choices regarding vices and virtues. Promoting healthy foods: current practices versus more promising alternatives. Grant PhD fellowship from IWT (2013) (Doctoral fellow: Gudrun Roose).

Time-inconsistent choices in today's society and market place: How emerging trends and developments affect consumers' food choices Grant PhD fellowship from FWO (2014) (Doctoral fellow: Julie Verstraeten)

Towards a better understanding of (un)healthy consumer behaviour. Unexplored aspects within the vice-virtue domain. Grant PhD fellowship from FWO (2012) (Doctoral fellow: Elke Huyghe).

Curious about curiosity. Studies on the influence of curiosity on consumer behaviour. Research grant from Ghent University College (2012). (Graduate researcher: Liesbet Van den Driessche)

The influence of uncertainty on pre- and post-decision processes. Research grant from Ghent University College (2009) (Graduate researcher: Simon Quaschnig).

The role of motivations in time-inconsistent consumption. Research grant from FWO (2009) (Graduate researcher: Stefanie Baert)

When do attitudes influence behaviour? Studies on the relation between attitudes and behaviour. Research grant from Ghent University College (2008). (Graduate researchers: Nico Heuvinck & Ineke Uyttersprot)

Software, databases and computers necessary for research in consumer behaviour, local and central governments, socio-economic policy, policy and fiscal instruments, organizational

and Individual Performance Management', Governance of Security' and strategic management. Infrastructure grant from University College Ghent (2008).

Trend analysis as an added value to innovation. Project Research grant from Ghent University College (2008).

Consumer insights in the use of social media of Belgian youngsters. Project Research grant from Ghent University College (2008)

Advertising effectiveness in the non-profit sector: the moderating impact of characteristics of consumer and organization. Post-doctoral fellowship from Ghent University College (2008) (post-doctoral fellow: Tineke Faseur).

The question-behaviour effect. Grant PhD fellowship from FWO (2007) (Doctoral fellow: Anneleen Van Kerckhove).

Research on the inconsistency between attitudes and behaviour. Research grant from FWO (2006). (Graduate researcher: Maarten Elen)

Response styles. Research project from BOF (Graduate researcher: Elke Cabooter).

Grant for participating 'Eden Doctoral seminar on Consumer Behaviour' (EIASM), Brussels (1999).

INVITED TALKS

Goal directed behaviour. Mapp Centre, Aarhus School of Business, Aarhus, Denmark (2001).

CONFERENCE ACTIVITY/PARTICIPATION

Annual Conference of the European Marketing Association (2015-2007; 2004; 1999)
European Association for Consumer Research Conference (2014-2013)
Child and Teen Consumption Conference (2014)
Association for Consumer Research Conference (2013; 2011-2010; 2008)
La Londe Consumer Behaviour Conference (2013; 2011)
Society for Consumer Psychology Annual Winter Conference (2013-2011; 2009-2008)
European Association of Social Psychology meeting on the Psychology of Attitudes (2012)
Annual International Conference on Communication and Mass Media (2012)
European Association of Social Psychology Conference (2011)
Congrès de l'Association Française du Marketing (2011)
La Londe Conference on Service Management (2010)
Biannual AMA SERVSIG Conference in Service Management (2010)
Annual AMA Frontiers in Services Conference (2010)
International Conference of Research in Advertising (2010-2008)
Quality in Services Conference (2009)

IMA Conference on Marketing Paradigms for Emerging Economies (2009)
Latin-American Conference of the Association for Consumer Research (2008; 2004)
Congress of the European Society for Agricultural and Food Ethics (2006)
American Psychological Association Conference (2006)
European Roundtable on Sustainable Consumption and Production (2005)
Consumer Personality and Research methods conference (2005)
Workshop on Interpretive Consumer Research (2000)
Annual Meeting of the Belgian Psychological Society (1999-1997)

CAMPUS OR DEPARTMENT TALKS

Goal gradients in Locomotor Behaviour. Ghent University, Faculty of Economics and Business Administration (2015).

Need for Closure and Consumer Behaviour. Ghent University, Faculty of Economics and Business Administration (2003).

Personality and Consumer behaviour. Ghent University, Faculty of Psychology and Educational Sciences (2000).

TEACHING EXPERIENCE

Consumer Behaviour (Master) (2007-present)
Marketing Communication (Master) (2013- present)
Event Management (Bachelor) (2011-present)
Marketing Finality Choice (Bachelor) (2011-2012)
Assessment and Development of Commercial Websites (Bachelor) (2011-2012)
Marketing In-depth study (Bachelor) (2006-2007)
Marketing Seminar (Bachelor) (2006-2007)

DOCTORAL GUIDANCE

DEFENDED PHD

Simon Quaschnig (2013). The Role of Information in Consumers' Decisions: A Closer Look on Online Reviews and Product Lists. Ghent University. Faculty of Economics and Business Administration.

Nico Heuvinck (2012). Underneath the skin of attitude ambivalence: different types of ambivalence. Ghent University. Faculty of Economics and Business Administration.

Yves Van Vaerenbergh (2012). Customer reactions to service failures and recovery encounters. Ghent University. Faculty of Economics and Business Administration.

Anneleen Van Kerckhove (2011). The Role of Knowledge Accessibility in Consumer Behaviour.

Leen Adams (2011). Investigating the effectiveness of health campaigns. Ghent University. Faculty of Economics and Business Administration.

Elke Cabooter (2010). The Impact of Situational and Dispositional Variables on Response Styles with respect to Attitude Measures. Ghent University. Faculty of Economics and Business Administration.

Bonne Karijn (2008). Halal meat consumption decision-making among Muslim Consumers. Ghent University. Faculty of Agricultural Sciences.

ONGOING PHD

Dieneke Van De Sompel. The relationship between materialism, creativity, well-being and consumer behaviour. Ghent University. Faculty of Economics and Business Administration.

Elke Huyghe. The role of motivations in time-inconsistent consumption choices. Ghent University. Faculty of Economics and Business Administration.

Liesbet Van den Driessche. Sources and consequences of consumer interest. Ghent University. Faculty of Economics and Business Administration.

Gudrun Roose. The impact of health campaigns on time-inconsistent choices. Ghent University. Faculty of Economics and Business Administration.

Julie Verstraeten. The causes and consequences of time-inconsistent behaviour. Ghent University. Faculty of Economics and Business Administration.

Nanouk Verhulst. Non-conscious processes in services research. Ghent University. Faculty of Economics and Business Administration.

Katrien Cooremans. The impact of health cues on time-inconsistent choices. Ghent University. Faculty of Economics and Business Administration.

GUIDANCE COMMITTEE

Gorissen Karen (ongoing). Perceptual bias in sustainable consumption. Ghent University. Faculty of Economics and Business Administration.

Vandecasteele Bert (2010). Innovative consumers, who, why and how to target. Ghent University. Faculty of Economics and Business Administration.

Geeroms Nele (2007). Towards a Better Understanding of Motivational Consumer Behaviour: Cross Validation, Construct Validation and Application of a Psychological Taxonomy of Consumer Motives. Ghent University. Faculty of Economics and Business Administration.

Wijnen Katrien (2007). Gone but not forgotten: The Role of Unacceptable Options in Decision Making. Ghent University. Faculty of Economics and Business Administration.

Steenhaut Sarah (2006). Towards a better understanding of Unethical Consumer Behaviour. Ghent University. Faculty of Economics and Business Administration.

EXAMINATION COMMITTEE

Tina Tessitore (2013). The role of sceptical processing in product placement Effectiveness. Ghent University. Faculty of Economics and Business Administration.

Liesbeth Van de Velde (2010). Public awareness about biofuels and the role of information. Ghent University. Faculty of Agricultural Sciences.

Frank Goedertier (2009). Brand typicality and the adoption of new products. Ghent University. Faculty of Economics and Business Administration.

Tineke Faseur (2008). The effectiveness of Emotions in advertising: investigating multiple dimensions of emotions. Ghent University. Faculty of Economics and Business Administration.

SERVICE TO PROFESSION

REVIEWER

Journal of Business Ethics

Sex Roles

Journal of Economic Psychology

Journal of Consumer Behaviour

Psychological reports

Sustainability

Journal of Marketing Communications

European marketing conference

Association for consumer research conference

Society for consumer psychology conference

MEMBER STEERING COMMITTEE

Centre for Service Intelligence – Faculty of Economics and Business Administration- Ghent University (2011- present)

Project Research – Activation shopping streets – Ghent University College (2014-present)

Project research - Trend analysis as an added value to innovation - Ghent University College (2009-2012).

Project research - Consumer insights in the use of social media of Belgian youngsters (2009-2012)

DEPARTMENTAL/UNIVERSITY SERVICE

Research Council University College Ghent (2013-present)

Faculty Council University College Ghent (2012-2013)

Academic development responsible – University College Ghent (2005- 2012)

Coordinator bachelor and master thesis – University College Ghent (2007-2009)

RELATED PROFESSIONAL SKILLS

Training Facial Action Coding System

PROFESSIONAL MEMBERSHIP/AFFILIATIONS

Association for Consumer Research

European Marketing Academy

Society for Consumer Psychology