

## TRIPAT GILL

(May 2009)

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### ACADEMIC APPOINTMENTS

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- July 2004 – Present\* Assistant Professor of Marketing  
Faculty of Business & IT, **University of Ontario Institute of Technology (UOIT)**  
Oshawa, ON, Canada
- July 2001 – June 2004 Assistant Professor of Marketing  
Weatherhead School of Management, **Case Western Reserve University (CWRU)**  
Cleveland, OH, U.S.A.
- \*July 2006 – Dec 2006 Assistant Professor of Marketing  
Eric Sprott School of Business, **Carleton University**, Ottawa, ON, Canada

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### EDUCATION

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- Ph.D.** in Management      **McGill University**, Montreal, QC, Canada, November, 2002.  
(Major: Marketing)
- PGDM (MBA)**              **Indian Institute of Management**, Bangalore, India, May, 1993.  
(Major: Marketing)
- B.Tech.** in Electronics      **Institute of Technology**, Benaras Hindu University, India, July, 1991.

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### RESEARCH INTERESTS

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New product perception and adoption  
Consumer Perception of Technological Innovations  
Applications of Evolutionary Psychology in Marketing  
Branding and Brand Extension into New Products

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### TEACHING INTERESTS

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Consumer Behavior  
Marketing Communications  
Introduction to Marketing  
Marketing Management / Strategy  
Marketing of High-Technology Products

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### RECENT RESEARCH

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**Consumer Perception of Convergent High-Technology Products** (SSHRC grant 2005-08)

*Part of this research recently published in Journal of Marketing (2008)*

Based on a 3-year (2005–08) research grant by the Social Sciences and Humanities Research Council of Canada (SSHRC) to investigate the consumer perception and evaluation of new high-tech products that combine multiple functions (such as Phone-PDAs, MP3-music Phones, etc.).

**The Role of Brand Characteristics in the Evaluation of Convergent High-Technology Products** (SSHRC Strategic Grant as principal applicant 2008-2011).

**Counter-Stereotypical New Products: What are the Barriers to their Adoption and How to Overcome them?** (SSHRC Standard Grant as co-applicant 2008-2011).

## **PUBLICATIONS**

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- Gill, T. and Lei, J (2009). "Convergence in the High-Technology Consumer Markets: Not all Brands Gain Equally by Adding New Functionalities to Products," *Marketing Letters*, Vol. 20, 91-103.
- Gill, T. (2008), "Convergent Products: What Functionalities Add More Value to the Base?," *Journal of Marketing*, Vol. 72(2), 46-62.
- Gill, T. and Dube, L. (2007), "What is a *Leather Iron* or a *Bird Phone*? Using Conceptual Combinations to Generate and Understand New Product Concepts," *Journal of Consumer Psychology*, Vol. 17(3), 202-217
- Gill, T. et Dubé, L. (2007), Qu'est-ce qu'un *fer à repasser* ou un *téléphone oiseau* ? L'usage de combinaisons conceptuelles pour générer et comprendre les concepts de nouveaux produits, *Recherche et Applications en Marketing*, Vol. 22 (4), 81-103 (French translation of the above paper).
- Saad, G., Gill, T. and Rajan Natarajan (2005), "Are Laterborns More Innovative and Non-Conforming Consumers Than Firstborns? A Darwinian Perspective," *Journal of Business Research*, Vol. 58, 902-909.
- Reichart, C. F. and Gill, T. (2004), "Effect of Cultural Distance on Customer Service Satisfaction," *Advances in Consumer Research*, Vol. 31, 202-207.
- Saad, G. and Gill, T. (2003), "An Evolutionary Psychology Perspective on Gift-Giving Among Young Adults," *Psychology & Marketing*, Vol 20(9), 765-784.
- Saad, G. and Gill, T. (2002), "Gender Dynamics in the Ultimatum Game: An Evolutionary Psychology Perspective," *Journal of BioEconomics*, Vol.3, 171-193.
- Saad, G. and Gill, T. (2001), "Gender Differences When Choosing Between Salary Allocation Options," *Applied Economics Letters*, Vol. 8(8), 531-533.
- Saad, G. and Gill, T. (2001), "The Effect of a Recipient's Gender in a Modified Dictator Game," *Applied Economics Letters*, Vol. 8(7). 463-466.
- Saad, G. and Gill, T. (2000), "Applications of Evolutionary Psychology in Marketing," *Psychology & Marketing*, Vol. 17(12), 1005-1034.
- Gill, T. and Dube, L. (1998), "Differential Roles of Brand-Name Associations in New Product Evaluations," *Advances in Consumer Research*, Vol. 25, 343-348.

## **MANUSCRIPTS UNDER REVIEW**

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- Gill, T. and Saad, G., "Consumer Behavior in the Realm of Technology," commissioned book chapter in *Handbook of Technology Management*, Hossein Bidgoli (ed.), John Wiley & Sons: NY (under 3<sup>rd</sup> round review).
- Saad, G. and Gill, T., "Self-Ratings of Physical Attractiveness in a Competitive Context: When Males are More Sensitive to Self-Perceptions than Females," *Journal of Social Psychology* (accepted for publication).
- Saad, G. and Gill, T., "The Framing Effect When Evaluating Prospective Mates: An Adaptationist Perspective," under review at *Evolution and Human Behavior* (3<sup>rd</sup> round: to revise and re-submit).

## **HONORS and AWARDS**

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### **Strategic Grant from Social Sciences and Humanities Research Council of Canada (SSHRC), 2008-2011**

As the principal applicant, for the project entitled, "The Role of Brand Characteristics in the Evaluation of Convergent High-Technology Products." (Total amount awarded: \$101,439)

### **Standard Grant from SSHRC, 2008-2011**

As a co-applicant (with Jill Lei at UOIT) for the project entitled, "Counter-Stereotypical New Products: What are the Barriers to their Adoption and How to Overcome them?" (Total: \$57,719)

### **Standard Grant from SSHRC, 2005-2008**

As the principal applicant for the project entitled, "Consumer Perception of Convergent High-Technology Products: Issues of Categorization, Consideration and Adoption." (Total: \$63,588)

### **Teaching Award Nomination, 2005**

Nominated for the annual university-wide teaching award at the University of Ontario Institute of Technology (UOIT) for the academic year 2004-05.

### **Dean's Honor List (Ph.D. thesis), McGill University, 2002**

In the top 10% of thesis for Ph.D. Thesis in the Faculty of Management, McGill University.

### **PhD. Scholarship, McGill University, 1995**

Received graduate student scholarship of \$16,000 for 18 months in 1995-96

## **CONFERENCE PRESENTATIONS**

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Lei, J. and Gill, T., "The Portion-Size Effect: The Impact of Increasing Portion-Size Options on Food Consumption Volume," presented by J. Lei at the 38<sup>th</sup> *European Marketing Academy (EMAC)* conference at Nantes, France, May 2009.

Lei, J. and Gill, T., "The Portion-Size Effect: The Impact of Increasing Portion-Size Options on Food Consumption Volume," presented by J. Lei at the *Winter Consumer Behavior Camp* at Ivey School of Business, University of Western Ontario, ON, Canada, January 2009.

Lei, J. and Gill, T., "The Portion-Size Effect: How Increasing the Number of Portion-Size Options can Increase the Volume of Food Consumption," presented by J. Lei at the Annual Conference of the *Association for Consumer Research (ACR)*, in New Orleans, USA, October 2008.

Saad, G. and Gill, T. (2008), "The Framing Effect When Evaluating Prospective Mates: An Adaptationist Perspective," presented by G. Saad at 116<sup>th</sup> *American Psychological Association (APA)*, Boston, MA, USA.

Gill, T. and Lei, J. (2008), "Do All Brands Gain Equally by Adding New Functionalities to Products," presented at the 30<sup>th</sup> *Annual INFORMS Marketing Science Conference*, Vancouver, BC, Canada.

Gill, T. and Lei, J. (2007) "The Incremental Utility of Adding New Functionalities to Products: The Role of Goal Congruence and Perceived Brand Quality," presented by J. Lei at the Annual Conference of the *Association for Consumer Research (ACR)*, in Memphis, TN, USA.

Gill, T. and Lei, J. (2007) "Convergence in the High-Technology Consumer Markets: Not all Brand Gain Equally by Adding New Functionalities to Products," presented at the Annual *Product Development and Management Association (PDMA) Research Forum*, Orlando, FL, USA.

Gill, T. (2007), "Consumer Evaluation of Convergent High-Technology Products: The Role of Goal Congruence and Prior Ownership," presented at the 29<sup>th</sup> *Annual INFORMS Marketing Science Conference*, Singapore.

Gill, T. and Saad, G. (2006), "Sex Differences in Framing Effects: An Evolutionary Psychology Perspective," presented by G. Saad at the Meeting of the *Behavioral Decision Research in Management (BDRM)*, Santa Monica, CA, U.S.A.

Gill, T. (2006), "Consumer Evaluation of Convergent High-Technology Products," presented at the Annual Conference of the *Administrative Science Association of Canada (ASAC)*, Banff, Canada.

## CONFERENCE PRESENTATIONS (contd.)

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- Gill, T. and Saad, G. (2005), "Are Framing Effects Context-Specific or Context-General? An Evolutionary Psychology Perspective," presented at the Annual Meeting of the *Society for Judgement and Decision Making (SJDM)*, Toronto, ON, Canada.
- Saad, G. and Gill, T. (2005), "Sex-Specific Triggers of Envy: An Evolutionary Psychology Perspective," presented by G. Saad at the Annual Meeting of the *Human Behavior and Evolution Society (HBES)*, San Antonio, TX, U.S.A.
- Reichart, F. and Gill, T. (2003), "Effect of Cultural Distance on Customer Service Satisfaction," presented by F. Reichart at the Annual Conference of the *Association for Consumer Research (ACR)*, in Toronto, ON, Canada.
- Saad, G., Gill, T. and Rajan Natarajan (2002), "Effect of Birth Order on Consumer Behavior," presented at the Annual Meeting of the *Human Behavior and Evolution Society (HBES)*, Rutgers University, New Brunswick, NJ, USA.
- Gill, T. and Dube, L. (2002), "Moving Beyond Feature Dissimilarity in New Product Perception," presented at the *Mid-West Marketing Camp*, University of Illinois at Urbana Champagne, IL, USA.
- Saad, G. and Gill, T. (2001), "Applications of Evolutionary Psychology in Consumer Behavior," presented by G. Saad at the Annual Meeting of the *Human Behavior and Evolution Society (HBES)*, University College, London, England.
- Saad, G. and Gill, T. (2001), "Gender Dynamics in the Ultimatum Game: An Evolutionary Psychology Perspective," presented by G. Saad at *The 2001 Annual Meeting of the European Public Choice Society*, Paris, France.
- Gill, T. and Dube, L. (2000), "Composite Products as Conceptual Combinations: Combinatorial Processes and Brand-Evaluative Effects," presented at *Association for Consumer Research*, Salt Lake City, UT, USA.
- Saad, G. and Gill, T. (1999), "Applications of Evolutionary Psychology in Decision Making," at 107<sup>th</sup> Annual *American Psychological Association* Convention (Div. 23 - SCP), Boston, MA.
- Saad, G. and Gill, T., (1999), "Gender Differences in Resource Allocation Problems," presented by G. Saad at *Social Dilemmas* Conference, Jerusalem, Israel.
- Gill, T. and Dube, L. (1999), "Effect of Brand-Specific Associations on the Categorization and Evaluation of Composite Products," at *Association for Consumer Research*, Columbus, OH.
- Gill, T. and Dube, L. (1997), "Differential Roles of Brand-Name Associations in New Product Evaluations," at *Association for Consumer Research*, Denver, CO.

## INVITED TALKS

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- Mar. 2008 Indian School of Business, Hyderabad, Andhra Pradesh, India.
- Dec. 2005 Eric Sprott School of Business, Carleton University, Ottawa, ON, Canada.
- Apr. 2004 Faculty of Business & IT, University of Ontario Institute of Technology, ON, Canada.
- June 2003 Faculty of Business Administration, University of Ottawa, Ottawa, ON, Canada.
- Apr. 2003 J. Asper School of Business, University of Manitoba, Winnipeg, MB, Canada.
- Oct. 2000 Schulich School of Business, York University, Toronto, ON, Canada.
- Oct. 2000 Faculty of Business Administration, Wilfred Laurier University, Kitchner, ON, Canada.
- Oct. 2000 Faculty of Management, Queen's University, Kingston, ON, Canada.
- Oct. 2000 M. DeGroot School of Business, McMaster University, Hamilton, ON, Canada.
- Oct. 2000 Weatherhead School of Management, Case Western Reserve University, Cleveland, OH, US
- Sep. 2000 John Molson School of Business, Concordia University, Montreal, QC, Canada.

## **PROFESSIONAL / ACADEMIC SERVICE**

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**Ad-hoc Reviewer** for the *Journal of Marketing*, Jan 2008 – present.

**Ad-hoc Reviewer** for the Standard Research Grant application to the *Social Science and Humanities Research Council of Canada (SSHRC)*, March 2009

**Ad-hoc Reviewer** for the journal *Electronic Commerce: Research and Applications*, Oct.-Dec. 2008

**Ad-hoc Reviewer** for the *Summer AMA Marketing Educator's Conference*, San Diego, CA, Aug 2008

**Ad-hoc Reviewer** for the *Canadian Journal of Administrative Sciences*, August 2007.

**Ad-hoc Reviewer** for the *European Advances in Consumer Research (EACR)*, Milan, Italy, July 2007.

**Ad-hoc Reviewer** for the special issue of *IEEE Transactions on Professional Communications* on Darwinian approaches to electronic communications, July 2006.

**Ad-hoc Reviewer** for the *Doctoral Symposium at Sprott School of Business*, Carleton University, Ottawa (ON), April 2006.

## **TEACHING EXPERIENCE**

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### **Teaching Award Nominations**

#### **Nominated for TVO's 2009 Ontario's Best Lecturer Competition**

Nominated for the annual Ontario-wide TVO's Best lecturer competition for the year 2008-09.

#### **Nominated for UOIT Teaching Award, 2005**

Nominated for the annual university-wide teaching award at the UOIT for the year 2004-05.

### **Graduate courses (Full-time & Part-time MBA)**

#### **Consumer Behavior**

MBA (2<sup>nd</sup> year) in Fall 2001; Spring 2002; Spring 2003; Spring 2004 at Weatherhead School of Management, Case Western Reserve University (CWRU), Cleveland (OH), USA

#### **Marketing Communications Management**

MBA (2<sup>nd</sup> year) in Fall 2002; Fall 2003 at Weatherhead School of Management, Case Western Reserve University (CWRU), Cleveland (OH), USA

### **Under-graduate courses (Full-time BCom.)**

#### **Marketing of High-Technology Products**

BCom. / BIT (3<sup>rd</sup> / 4<sup>th</sup> year) at UOIT, Oshawa (ON) in Winter 2009

#### **Marketing Strategy / Management**

BCom. (4<sup>th</sup> year) at UOIT, Oshawa (ON) in Fall 2007, Fall 2008

BCom. (4<sup>th</sup> year) at Sprott School of Business, Carleton University, Ottawa (ON) in Fall 2006

#### **Marketing Communications Management**

BCom. (3<sup>rd</sup> year) at Univ. of Ontario Institute of Technology (UOIT), Oshawa (ON) in Fall 2007

#### **Marketing in the IT Sector**

BIT (2<sup>nd</sup> year) at Carleton University, Ottawa (ON) in Fall 2006

#### **Advanced Marketing**

BCom. (2<sup>nd</sup> year) at UOIT, Oshawa (ON) in Winter 2005

#### **Introduction to Marketing**

BCom. (2<sup>nd</sup> year) at UOIT, Oshawa (ON) in Fall 2004; Fall 2005

BCom. (2<sup>nd</sup> year) at Case Western Reserve University, Cleveland (OH) in Fall 2003; Spring 2004

BCom. (2<sup>nd</sup> year) at McGill University, Montreal (QC) in Spring 1997; Summer 1998

## STUDENT SUPERVISION

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### Doctoral

Fritz Reichart, EDM, Case Western Reserve University, Cleveland, OH, U.S.A (2002-04).  
Specialization Area Supervisor for his thesis: Effect of Cultural Distance on Customer Service Satisfaction. Part of the thesis was published in *Advances in Consumer Research*, Vol. 31, 2004.

### Master's

Maren Becker, MSc. (2<sup>nd</sup> year), *University of Maastricht*, Netherlands, for the project "Role of Brand Incumbency Status on the Perception of Convergent High-tech Products." (Jan 2009 - present).

### Under-graduate

Sachin Shelly, BCom. (4<sup>th</sup> year), UOIT, Oshawa, Canada, for the project "Role of Brand Breadth in Convergent High-tech Products." (May, 2008 - present).

Amanda Paul, BCom. (4<sup>th</sup> year), UOIT, Oshawa, Canada, for the project "Why Do We Over-Consume?" (Jan-April, 2008)

Adam Roberts, BCom. (4<sup>th</sup> year), UOIT, Oshawa, Canada, for the project "Gender Differences in Framing Effects." (Jan-July, 2007)

Brett Murphy, BCom. (4<sup>th</sup> year), UOIT, Oshawa, Canada, for the project "Brand Equity Evaluation and Measurement." (Jan-July, 2007)

## CONSULTING

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**Oshawa City Re-Branding project** for the city of Oshawa, ON, Sep.– Dec., 2005.

Worked with Quorum Communications, Toronto, to develop a campaign to re-brand the city of Oshawa.

**Brand Health Project**, for Ipsos-ASI Inc., Montreal, QC, Canada, Mar.-June, 1999.

**Media Buying Project**, for Ipsos-ASI Inc., Montreal, QC, Canada, Oct.-Nov., 1999.

## INDUSTRY WORK EXPERIENCE

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**Advertising Executive**, Philips India Limited, India, Aug'1994 – Aug' 1995.

**Management Trainee**, Escorts Limited, India, July'1993 – July'1994.

## REFERENCES

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### Jagdip Singh

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Weatherhead School of Management,  
Case Western Reserve University,  
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### Laurette Dubé

James McGill Professor of Consumer Psychology,  
Desautels Faculty of Management,  
McGill University,  
1001 Sherbrooke St. West,  
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### Gad Saad

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