

Dallas Novakowski

Curriculum Vitae

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Education

Ph.D., Marketing 2023

University of Calgary, Haskayne School of Business
Dissertation: “Examining the Role of Inequality in Security Consumption”
Supervisor: Dr. Mehdi Mourali

M.A., Experimental and Applied Psychology 2017

University of Regina
Thesis: “Embodied capital, Envy, and Relative Deprivation”
Supervisor: Dr. Sandeep Mishra

B.A., Psychology, Departmental Honours, graduated with high honours 2015

University of Regina, Campion College
Thesis: “Individual Differences in Risk-taking as a Function of Embodied Capital”
Supervisor: Dr. Sandeep Mishra

Research Interests

Consumer decision-making, inequality, decisions under risk and uncertainty, social comparisons and inferences, competition, cooperation, emotions, social status, artificial intelligence

Publications

Novakowski, D., & Mishra, S. (2017). Relative state, social comparison reactions, and the behavioural constellation of deprivation. [Peer commentary on “The behavioural constellation of deprivation: Causes and consequences,” by Pepper, G. V., & Nettle, D. (2017)] *Behavioral and Brain Sciences*, 40, e335.

Mishra, S., **Novakowski, D.**, & Gonzales, J. (2017). Judgment and Decision-Making. In T. K. Shackelford & V. Weekes-Shackelford (Eds.), *Encyclopedia of Evolutionary Psychological Science*. New York, NY: Springer. doi:10.1007/978-3-319-16999-6_628-1.

Novakowski, D., & Mishra, S. (2017). Biases. In T. K. Shackelford & V. Weekes-Shackelford (Eds.), *Encyclopedia of Evolutionary Psychological Science*. New York, NY: Springer. doi:10.1007/978-3-319-16999-6_628-1.

Mishra, S., & **Novakowski, D.** (2016). Personal relative deprivation and risk: An examination of individual differences in personality, attitudes, and behavioral outcomes. *Personality and Individual Differences*, 90, 22-26.

Selected Work in Progress

Novakowski, D., & Mourali, M. (Under Review) Income Inequality Increases Consumption of Security Products: The Role of Envy Anticipation. *Journal of Consumer Research*.

Mourali, M., **Novakowski, D.**, Pogacar, R., & Brigden, N. (Revise and Resubmit) Post Hoc Explanations Influence Consumer Responses to Algorithmic Decisions. *Psychology and Marketing*.

Sharif-Razi, M., **Novakowski, D.**, Irwin, K., Hodgins, D. C., & Tang, K. L. (Manuscript in Preparation) The association between early traumatic experiences and problematic alcohol use: A systematic review of prospective research. Target: *Journal of Studies on Alcohol and Drugs*.

Novakowski, D., Aghakhani, H., Turner, N., & Main, K. (Manuscript in Preparation) Shady Characters: Influences of Agents' Eyeglass Darkness on Observers' Trust and Willingness to Pay. Target: *Journal of Consumer Psychology*.

Novakowski, D., Yin, M., & Arias, R. (Manuscript in Preparation; equal contributions by authors) Linking Criminology with Consumer Behavior: Rethinking Protective Motivations through Fear of Crime. Target: *Journal of Consumer Marketing*

Oral Symposium Presentations

Novakowski, D., Mourali, M. (Accepted). Post Hoc Explanations and Consumer Response to Algorithmic Decisions. Association for Consumer Research Conference, Seattle, US, October 26-28, 2023.

Mourali, M., **Novakowski, D.**, Pogacar, R., & Brigden, N. (2022). Post Hoc Explanations and Consumer Response to Algorithmic Decisions. Association for Consumer Research Conference, Denver, US, October 20-23, 2022.

Novakowski, D., & Mishra, S. (2016). Personal relative deprivation and risk: An examination of individual differences in personality, attitudes, and behavioral outcomes. Presentation at the 28th Human Behavior and Evolution Society Conference, Vancouver, CA, July 2, 2016.

Novakowski, D., & Mishra, S. (2015, 2016). Individual differences in risk-taking as a function of embodied capital. University of Regina – Faculty of Business Administration, Regina, CA, October 15, 2015; December 2, 2016.

Novakowski, D., & Mishra, S. (2015). Individual differences in self-esteem and embodied capital: Expanding the sociometer hypothesis. Presentation at the 27th Human Behavior and Evolution Society Conference, Columbia, US, May 30, 2015.

Poster Presentations

Mourali, M., **Novakowski, D.**, Pogacar, R., & Brigden, N. (2021) Optimal Algorithm Explanations for Consumer Empowerment and Firm Benefit. Association for Consumer Research. Virtual (Seattle, US), October 8 - 30, 2021.

Novakowski, D. & Mourali, M. (2020) Examining the Latent Relationship Between Feelings of Disadvantage and General Risk Preference. Association for Consumer Research. Virtual (Paris, FR), October 3, 2020.

Novakowski, D. & Mourali, M. (2019) Examining the Latent Relationship Between Feelings of Disadvantage and General Risk Preference. Society for Judgment and Decision-making. Montreal, CA, November 17, 2019.

Novakowski, D., & Mourali, M. (2019) Towards a Theory of Security Consumption. Summer institute on Bounded Rationality, Max Planck Institute for Human Development. Berlin, DE, June 12, 2019.

Novakowski, D., Mishra, S., & Carleton, N. (2018) Examining the Effects of Intolerance of Uncertainty on Risk Propensity and Gambling. Alberta Gambling Research Institute Conference, Banff, CA, April 13, 2018.

Novakowski, D., Mishra, S. (2016). Domain-specific gambling and embodied capital. Alberta Gambling Research Institute Conference, Banff, CA, April 8, 2016.

Novakowski, D., Mishra, S. (2015). Individual differences in risk-taking as a function of embodied capital. Southern Ontario Behavioural Decision Research Conference, Toronto, CA, May 8, 2015.

Teaching

Sessional instructor, Services Marketing Management (Fall 2023) – University of Lethbridge Dhillon School of Business

Sessional instructor, Buyer Behaviour (Fall 2021) – University of Calgary Haskayne School of Business

Sessional instructor, Introduction to Marketing, (Winter 2020) – University of Calgary Haskayne School of Business

Teaching Assistant, Consumer Behaviour (Winter 2021) – University of Calgary Haskayne School of Business, Instructor: Mehdi Murali

Teaching Assistant, Marketing Management, MBA (Spring 2020) - University of Calgary Haskayne School of Business; Instructor: Derek Hassay

Guest lecture, Organizational Behaviour – *Motivation in Practice* – (February 2017) University of Regina Faculty of Business Administration

Awards and Honours (Awards are reported in CAD, unless otherwise noted)

Robert A. Willson Doctoral Management Scholarship	\$10,000	2021-2022
University of Calgary Ruby Doctoral Scholarship	\$12,000	2021-2022
SSHRC Doctoral Fellowship	\$80,000	2017-2021
Alberta Gambling Research Institute Doctoral Scholarship	\$20,000	2020-2021
Hon. Mention, ACR/Sheth Foundation Dissertation award	\$1,000 _{USD}	2020 Fall
Alberta Gambling Research Institute Doctoral Scholarship	\$30,000	2019-2020
Alberta Gambling Research Institute Doctoral Scholarship	\$30,000	2018-2019
Alberta Gambling Research Institute Doctoral Scholarship	\$30,000	2017-2018
SGI Graduate Student Traffic Safety Research Scholarship	\$5,000	2016 Fall
Queen Elizabeth II Diamond Jubilee Scholarship	\$14,500	2016 Fall
Graduate Student Scholarship	\$6,000	2016 Fall
SSHRC Canada Graduate Scholarship—Masters	\$17,500	2015–2016
University of Regina International Experience Travel Fund	\$1,000	2017 Winter
University of Padova Winter School Scholarship	€500	2017 Winter
University of Regina International Experience Travel Fund	\$1, 000	2016 Fall
SSHRC Enhancement Award	\$3,000	2015 Fall
Dean's Honour list		2012 F., 2013 F., 2013 W., 2015 W.
Reverend Joseph Schner, S.J. Bursary in Psychology	\$1,000	2014 Fall
Academic Silver Scholarship	\$1,000	2014 Fall
Sask. Canada Employment Immigration Union Scholarship	\$1,000	2014 Fall
Teaching Assistantship		2014 Winter
Jesuit Fathers Senior Bursary	\$500	2013 Winter
Reverend Jos. B. Gavin, SJ. Scholarship in Arts	\$1,000	2013 Winter
Academic Gold Scholarship		2013 Winter
Saskatchewan Innovation Undergraduate Scholarship	\$1,000	2012 Fall
Centennial Merit Scholarship	\$1,000	2010 Fall

Service

President, Doctoral Association for Students of Haskayne	2019-2021
Ad Hoc Reviewer – <i>Journal of Social Psychology</i>	2016 Spring
President, University of Regina Arts Students Association	2014–2015

Professional Experience

Program Facilitator, Sask. Brain Injury Assoc.: Youth program	2012–2016
Research Officer, Ministry of Justice: Corrections and Policing	2014–2015

Volunteer Experience

Organizer, North Shore Ultimate League	2023 – present
Research Assistant, University of Regina Children and Law Laboratory	2012–2015
Behavioural Neuroscience Research Laboratory	2013–2014
General Support, Sask. Assoc. for the Rehabilitation of the Brain Injured	2012 –2013

Memberships and Affiliations

Member, Beta Gamma Sigma	2023
Student member, Human Behaviour and Evolution Society	2015-present
Student Affiliate, Canadian Psychological Association	2013–2015
Queen Elizabeth II Scholar	2016
Member, Alpha Sigma Nu: Campion College Chapter	2014

Specialized Skills

R (proficient) - *Data cleaning, analysis, reporting, writing, presenting (e.g., Rmarkdown, Quarto, Tidyverse, lme4, GitHub version control)*

SPSS (proficient) - *Data cleaning, analysis*

Qualtrics (proficient) - *Programming single-player experiments and surveys*

Stata (intermediate) - *Data cleaning, analysis*

Otree (intermediate) - *Programming single- or multi-player experiments and surveys*

Javascript (beginner)

Python (beginner)

HTML (beginner)

CSS (beginner)

Popular Press

Johnson, D. (March 21, 2016). *Researching Why People Take Risks. University of Regina*. Retrieved from <http://www.uregina.ca/external/communications/feature-stories/current/2016/03-22.html>

Martin, A. (March 28, 2016). *U of R Student is Researching What Motivates People to Take Risks. Leader Post*. Retrieved from <http://leaderpost.com/business/local-business/u-of-r-student-is-researching-what-motivates-people-to-take-risks-hint-self-confidence-is-part-of-it>

Steele, L. (Director), & Stewart, K. (Producer). (March 22, 2016). *The Lynda Steele Show*. Canada: News Talk CKNW 980.

References

Dr. Mehdi Mourali, Associate Professor, Marketing, Haskayne School of Business, University of Calgary, mehdi.mourali@haskayne.ucalgary.ca, 403-220-6684

Dr. Sandeep Mishra, Associate Professor, Management, University of Guelph, Gordon S. Lang School of Business and Economics, Mishrs@gmail.com, 306-737-3250

Dr. Neil Brigden, Assistant Professor, Marketing, Mount Royal University, neilbrigden@gmail.com, 587-664-7202