

Josh Gonzales

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PROFESSIONAL SUMMARY

I am an interdisciplinary scholar specializing in consumer psychology, entertainment, and technology acceptance. My research currently addresses the role of morality in music consumption, and how consumers fit in while standing out. I have extensive experience in competitive grant acquisition, curriculum design, and industry leadership.

AWARDS AND FUNDING

Selected Awards and Funding

SSHRC Joseph-Armand Bombardier Canada Graduate CGS D Scholarship, \$105,000
(2021 – 2024)

Milad Ghasemi Ariani Graduate Teaching Assistant Award of Excellence, \$500 (2022)

SSHRC Joseph-Armand Bombardier Canada Graduate Master's Scholarship, \$17,500
(2015 – 2016)

Queen Elizabeth II Diamond Jubilee Scholarship, \$14,600 (2016)

Complete List

Braithwaite Conference Travel Grant, \$3,495.36 (2025)

Special Dean's Award - Graduate Student Funding Challenge, \$1,000 (2025)

SSHRC Joseph-Armand Bombardier Canada Graduate CGS D Scholarship, \$105,000
(2021 – 2024)

Milad Ghasemi Ariani Graduate Teaching Assistant Award of Excellence, \$500 (2022)

Ontario Graduate Scholarship, \$15,000 (2021 – 2022) [Declined]

Lang Scholar Doctoral Entrance Scholarship, \$20,000 (2020 – 2021)

Queen Elizabeth II Diamond Jubilee Scholarship, \$14,600 (2016)

SSHRC Joseph-Armand Bombardier Canada Graduate Master's Scholarship, \$17,500
(2015 – 2016)

SSHRC Enhancement Award, University of Regina, \$3,000 (2015)

Academic Silver Prize, University of Regina (2014)

Honours Symposium Award, Department of Psychology, University of Regina (2014)

Dean's List, University of Regina (2012 – 2013)

Academic Silver Scholarship, University of Regina, \$600 (2013)

Honours Psychology Scholarship B, Luther College, \$600 (2013)

Luther College Faculty Scholarship, Luther College, \$500 (2013)

Honours Psychology Scholarship A, Luther College, \$600 (2012)

Other Funding

Artist Development Grant, Foundation Assisting Canadian Talent on Recordings, \$2,000 (2018 – 2019)

PEER-REVIEWED PUBLICATIONS

Gonzales, J., & Mishra, S. (2025). *Relative state predicts risk-taking*. [Under review].

Gonzales, J., & Refaie, N. (2025). *Misrepresented as a monolith: the fragility of the aggregated Asian social category in stereotype content models*. [Under review].

Gonzales, J., Mishra, S., & Camp, R. D. (2017). For the win: risk-sensitive decision-making in teams. *Journal of Behavioral Decision Making*, 30(2), 462-472.

<https://doi.org/10.1002/bdm.1965>

Carleton, R. N., Duranceau, S., Shulman, E. P., Zerff, M., **Gonzales, J.**, & Mishra, S. (2016). Self-reported intolerance of uncertainty and behavioural decisions. *Journal of Behavior Therapy and Experimental Psychiatry*, 51, 58-65. <https://doi.org/10.1016/j.jbtep.2015.12.004>

Mishra, S., & **Gonzales, J.** (2014). Sources of behavioral variability and the etiology of psychopathology. *Psychological Inquiry*. 25(3-4), 355-359.

<https://doi.org/10.1080/1047840X.2014.916595>

WORKING PAPERS

Gonzales, J., & Zhu, Y. (2025). *The Icarus Effect: How Aesthetic Excellence Triggers Moral Condemnation of Human-AI Co-Creation*. [Manuscript in preparation]. Gordon S. Lang School of Business, University of Guelph, Ontario.

Gonzales, J., & Refaie, N.. (2025). *Fairness and impression management through AI*. [Manuscript in preparation]. Gordon S. Lang School of Business, University of Guelph, Ontario.

Gonzales, J. (2025). *AI Governance for progress in education*. [Manuscript in preparation].

Gonzales, J., & Mishra, S. (2024). *A past present trade-off: nostalgia, mindfulness, and intolerance of uncertainty*. Gordon S. Lang School of Business, University of Guelph, Ontario. <https://doi.org/10.31234/osf.io/zftdg>

RESEARCH SOFTWARE

Gonzales, J. (2026). *consumeR: transparent analytical workflows for marketing and consumer research* (Version 0.1.0) [R package]. [Submitted to *Journal of Open Source Software*]. Zenodo. <https://doi.org/10.5281/zenodo.18210196>

REPORTS AND BOOK CHAPTERS

Kennedy, H., **Gonzales, J.**, & Pegoraro, A. (2022). Digital sport fandom. In *Routledge Handbook of Sport Fans and Fandom* (1st Edition, pp. 261–272). Routledge.

Gonzales, J., & Mishra, S. (2021). Heuristics. In T. K. Shackelford & V. A. Weekes-Shackelford (Eds.), *Encyclopedia of Evolutionary Psychological Science* (pp. 3683–3685). Springer International Publishing. https://doi.org/10.1007/978-3-319-19650-3_626

Mishra, S., Novakowski, D., & **Gonzales, J.** (2021). Judgment and decision-making. In T. K. Shackelford & V. A. Weekes-Shackelford (Eds.), *Encyclopedia of Evolutionary Psychological Science* (pp. 4333–4337). Springer International Publishing. https://doi.org/10.1007/978-3-319-19650-3_628

CONFERENCE PRESENTATIONS

Selected presentations

Gonzales, J., & Zhu, Y. (2026, February). *Artificial creativity, real morality: Consumer reactions to AI music* [Paper presentation]. American Marketing Association Winter Academic Conference, Marid, Spain.

Gonzales, J., & Zhu, Y. (2025, October). *Digital dissonance: How AI-generated art tests our moral compass* [Poster presentation]. Association for Consumer Research Conference, Washington, DC, United States.

Gonzales, J. (2024, November). *How to create your own indie label* [Invited talk]. Creative Enterprise Hub, Toronto Metropolitan University, Toronto, ON, Canada.

Gonzales, J., Pegoraro, A., & Mishra, S. (2023, November). *Inequality in music consumption: A comparative analysis of 67 countries* [Poster presentation]. Society for Judgement and Decision Making Conference, San Francisco, CA, United States.

Full presentation list

Gonzales, J., & Zhu, Y. (2026, February). *Artificial creativity, real morality: Consumer reactions to AI music* [Paper presentation]. American Marketing Association Winter Academic Conference, Madrid, Spain.

Gonzales, J., & Zhu, Y. (2026, March). *AI music and moral reasoning* [Paper presentation, under review]. Society for Consumer Psychology, San Diego, CA, United States.

Gonzales, J., & Zhu, Y. (2025, October). *Digital dissonance: How AI-generated art tests our moral compass* [Poster presentation]. Association for Consumer Research Conference, Washington, DC, United States.

Gonzales, J. (2024, November). *How to create your own indie label* [Invited talk]. Creative Enterprise Hub, Toronto Metropolitan University, Toronto, ON, Canada.

Gonzales, J., Pegoraro, A., & Mishra, S. (2023, November). *Inequality in music consumption: A comparative analysis of 67 countries* [Poster presentation]. Society for Judgement and Decision Making Conference, San Francisco, CA, United States.

Gonzales, J. (2023, June). *The need for need: Considerations for satisficing in the explore-exploit trade-off* [Paper presentation]. Darwin Day Conference, Guelph, ON, Canada.

Gonzales, J., Pegoraro, A., & Mishra, S. (2022, November). *NBA decision-making: Risk-taking and future discounting with resource limitations* [Poster presentation]. Society for Judgement and Decision Making Conference, San Diego, CA, United States.

Warwick, L., **Gonzales, J.**, Kennedy, H., Pegoraro, A., & Mishra, S. (2021, June). *Leadership diversity and COVID-19 risk management in NCAA Division I football* [Paper presentation]. North American Society for Sport Conference.

Gonzales, J. (2021, December). *The philosophy of signaling theory: the true nature of communicating unknown characteristics* [Presentation at the Lang School of Business Graduate Seminar]. University of Guelph, Guelph, ON, Canada.

Chan, M., & **Gonzales, J.** (2018, May). *A case study for the Saskatchewan Partnership of Arts Research* [Paper presentation]. 87th Congress of the Humanities and Social Sciences, Regina, SK, Canada.

Gonzales, J., & Mishra, S. (2016, July). *Engagement in hobbies as a window into sexual selection* [Poster presentation]. 28th Human Behavior and Evolution Society Conference, Vancouver, BC, Canada.

Gonzales, J., & Mishra, S. (2016, June). *In need of points: Teams make adaptive risk-sensitive decisions* [Poster presentation]. 10th Northeastern Evolutionary Psychology Society Conference, Halifax, NS, Canada.

Mishra, S., **Gonzales, J.**, & Watson, L. (2016, May). *Sex differences in allocating time and energy to hobbies and interests: An update* [Paper presentation]. 8th Rupert's Land Consumer Behavior Symposium, Saskatoon, SK, Canada.

Gonzales, J., & Mishra, S. (2015, May). *Clear goals, high need, can't lose: Risk-sensitive decision-making in two football populations* [Poster presentation]. 27th Human Behavior and Evolution Society Conference, Columbia, MO, United States.

Mishra, S., Watson, L., & **Gonzales, J.** (2015, May). *Sex differences in allocating time and energy to hobbies and interests* [Paper presentation]. 7th Rupert's Land Consumer Behavior Symposium, Winnipeg, MB, Canada.

Gonzales, J., & Mishra, S. (2014, May). *For the win: Risk-sensitivity theory in football decision-making* [Paper presentation]. 44th Ontario Ecology, Ethology, and Evolution Colloquium, Guelph, ON, Canada.

Gonzales, J., & Mishra, S. (2014, May). *For the win: Risk-sensitivity theory in football decision-making* [Poster presentation]. 9th Southern Ontario Behavioral Decision Research Conference, Guelph, ON, Canada.

Duranceau, S., Carleton, R. N., Zerff, M., **Gonzales, J.**, & Mishra, S. (2015, April). *Behavioral responses to uncertainty: The relationship between intolerance of uncertainty and performance on three decision-making tasks* [Poster presentation]. 35th Anxiety and Depression Association of America Conference, Miami, FL, United States.

Gonzales, J., & Watson, L. (2013, June). *Entitlement scale validation* [Poster presentation]. 74th Annual Canadian Psychological Association Convention, Quebec, QC, Canada.

Price, J., **Gonzales, J.**, & Fitzgerald, R. J. (2012, February). *Sex differences in memory for details of a crime* [Poster presentation]. 7th Graduate and Undergraduate Research Conference, Regina, SK, Canada.

ACADEMIC EXPERIENCE

Relevant experience

Sessional Lecturer, Gordon S. Lang School of Business and Economics, University of Guelph (2023 – 2024). Class: HTM*3080 Marketing Strategy for Hospitality Managers

Teaching Assistant, Gordon S. Lang School of Business and Economics, University of Guelph (2026). Teacher: Dr. Sandeep Mishra. Class: MCS*4910 AI in Sales and Marketing.

Teaching Assistant, Gordon S. Lang School of Business and Economics, University of Guelph (2025). Teacher: Dr. Sandeep Mishra. Class: MCS*3620 Integrated Marketing Communications.

Sessional Lecturer, Gordon S. Lang School of Business and Economics, University of Guelph (2022). Class: HTM*3220 Sales, Sponsorship, and Stakeholder Engagement in Sports

Sessional Lecturer, Gordon S. Lang School of Business and Economics, University of Guelph (2025 – 2026). Class: MGMT*2190 Justice, Equity, Diversity, and Inclusion in the Workplace

Teaching Assistant, Gordon S. Lang School of Business and Economics, University of Guelph (2020 – 2021). Teacher: Dr. Ann Pegoraro. Class: HTM*2020 Sport & Event Tourism

Market Research Assistant, Faculty of Business Administration, University of Regina (2017). Supervisor: Dr. Gina Grandy

Full experience list

Sessional Lecturer, Gordon S. Lang School of Business and Economics, University of Guelph (2025 – 2026). Class: MGMT*2190 Justice, Equity, Diversity, and Inclusion in the Workplace

Teaching Assistant, Gordon S. Lang School of Business and Economics, University of Guelph (2026). Teacher: Dr. Sandeep Mishra. Class: MCS*4910 AI in Sales and Marketing.

Teaching Assistant, Gordon S. Lang School of Business and Economics, University of Guelph (2025). Teacher: Dr. Sandeep Mishra. Class: MCS*3620 Integrated Marketing Communications.

Sessional Lecturer, Gordon S. Lang School of Business and Economics, University of Guelph (2023 – 2024). Class: HTM*3080 Marketing Strategy for Hospitality Managers

Sessional Lecturer, Gordon S. Lang School of Business and Economics, University of Guelph (2022). Class: HTM*3220 Sales, Sponsorship, and Stakeholder Engagement in Sports

Teaching Assistant, Gordon S. Lang School of Business and Economics, University of Guelph (2021). Teacher: Dr. Michael Lever. Class: MGMT*4000 Strategic Management

Teaching Assistant, Gordon S. Lang School of Business and Economics, University of Guelph (2020 – 2021). Teacher: Dr. Ann Pegoraro. Class: HTM*2020 Sport & Event Tourism

Market Research Assistant, Faculty of Business Administration, University of Regina (2017). Supervisor: Dr. Gina Grandy

Research Assistant, Department of Psychology, University of Regina (2013 – 2016). Supervisor: Dr. Heather Price

Teaching Assistant, Department of Psychology, University of Regina (2015). Teacher: Dr. Kristi Wright.

Research Assistant, Faculty of Business Administration, University of Regina (2014 – 2015). Supervisor: Dr. Sandeep Mishra

Research Assistant, Faculty of Business Administration, University of Regina (2013 – 2014). Supervisor: Dr. Adrian Pitariu

Research Assistant, Department of Psychology, University of Regina (2013). Supervisor: Dr. Katherine Robinson

Research Assistant, Faculty of Business Administration, University of Regina (2012 – 2013). Supervisor: Dr. Lisa Watson

EDUCATION

PhD (Candidate), University of Guelph (Expected graduation: May 2026)
SSHRC CGS D Recipient

M.A., University of Regina (2018)
SSHRC CGS M Recipient
Queen Elizabeth Jubilee Scholar

B.A., Hon., University of Regina (2014)
High Honours; International Designation

Certifications and Qualifications

Google Prompting Essentials
Google, Coursera (2025)

Google AI Essentials
Google, Coursera (2024)

Customer Analytics

University of Pennsylvania, Coursera (2016)

SERVICE EXPERIENCE

Board Member, Board of Directors, CFRU Campus and Community Radio in Guelph (2024 – present)

Lang Diversity Council, Gordon S. Lang School of Business and Economics, University of Guelph, (2022 – 2024)

Hiring Committee Assistant/Associate Professor in Sport Management, School of Hospitality, Food & Tourism Management, University of Guelph, (2021)

School of Hospitality, Food & Tourism Management Representative, Board of Directors, Graduate Student Association, University of Guelph, (2021 – 2023)

Judge, Lead With Light Awards Gala, Guelph Project Management Collective. (2025, November).

First Year Experimental and Applied Representative, University of Regina Psychology Graduate Students Association, (2015 – 2016)

Undergraduate Mentor, Department of Psychology, University of Regina (2015 – 2016)

Vice President, University of Regina Psychology Students Association (2013 – 2014)

Sustainability Volunteer, Royal Canadian Mounted Police Depot (2013)

Vice President of Finance, University of Regina Psychology Students Association (2012 – 2013)

Student Affiliate, Enactus Regina (2012 – 2013)

Music Therapy and Recreation Volunteer, Wascana Rehabilitation Centre (2011)

Director of Publications, University of Regina Science Students Society (2010 – 2011)

Assistant Coach, Selects Basketball Calgary (2010)

INDUSTRY EXPERIENCE

Research Director, Trifecta Sound Co. (2020 – present)

Board Member, Board of Directors, CFRU Campus and Community Radio (2024 – present)

Campus Partner, Perplexity AI (2025 – present)

Program Manager, Josh Gonzales Music (2014 – present)

Photographer and Videographer, future.nostalgia (2017 – present)

Communications Coordinator, University of Guelph Graduate Students Association (2024 – 2025)

Marketing Manager, Lexus Royal Oak (2020)

Social Media Manager, Creative City Centre (2018 – 2020)

Operations Manager, Trifecta Sound Co. (2018 – 2019)

Board Member, Board of Directors, SaskMusic (2016 – 2018)

Research Coordinator, Trifecta Sound Co. (2017)

Legislation, Policy, and Planning Student, Saskatchewan Ministry of Justice (2014).

OTHER PUBLICATIONS AND PRESENTATIONS

Gonzales, J. (2025). *Why AI help can make you seem less caring*. Psychology Today.

Gonzales, J. (2025). *When real starts to feel fake: the “giving NPC” effect*. Psychology Today.

Gonzales, J. (2025). *Why giving options makes a gift feel less personal*. Psychology Today.

Gonzales, J. (2025). *What your hobbies say about you (whether you like it or not)*. Psychology Today.

Gonzales, J. (2025). *Why your best purchase is one you can’t return*. Psychology Today.

Gonzales, J. (2023). *Why no preference communication backfires*. Psychology Today.

Gonzales, J. (2020). *Problems with PER in the NBA*. Towards Data Science.

Gonzales, J. (2019). *Neurotics are better at faster decisions*. Psychology Today.

Gonzales, J. (2019). *An alternative to the hot hand effect?* Psychology Today.

Gonzales, J. (2019). *When your first choice is your best choice*. Psychology Today.

Gonzales, J. (2019). *What it takes to be a champion*. Psychology Today.

Gonzales, J. (2017). *Yearning for community in the land of the living skies*. Gigwise.

Gonzales, J., & Mishra, S. (2016). *Going for it: When risk is worth it, and when it's not*. The Evolution Institute.