

Wade Wade  
Doctoral Student  
Marketing and the Behavioural Sciences, Sauder School of Business  
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## Education

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Ph.D., Marketing and the Behavioural Sciences, expected May 2022  
Sauder School of Business, University of British Columbia, 2016-present  
B.S., Psychology (Business and Statistics Minors)  
Brigham Young University, 2009-2016

## Research Interests

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Creativity and Innovation  
Prosocial Consumer Behavior  
Sustainability

## Dissertation Topic

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“Exploring the Relationship Between Broken Products and Consumer Creativity”  
Supervised by Joey Hoegg and Darren Dahl

## Teaching Specialization

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Digital Marketing  
Innovation  
New Product Development

## Teaching Experience

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### **University of British Columbia**

#### *Instructor*

Introduction to Marketing (Vancouver Summer Program Course)

Course Evaluation: 4.88/5.00 (Business School Average 4.1/5)

#### *Teaching Assistant*

Creativity and Innovation (Master of Management Course)

Strategic Decision Making (MBA Course)

Marketing Strategy (Marketing Undergraduate Course)

Marketing Research (Marketing Undergraduate Course)

Introduction to Marketing (Marketing Undergraduate Course)

### **Brigham Young University**

#### *Teaching Assistant*

Introduction to Psychology (Department of Psychology undergraduate course)

History of Psychology (Department of Psychology undergraduate course)

Psychological Statistics (Department of Psychology undergraduate course)

Research Methods (Department of Psychology undergraduate course)

## Certifications

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Google Analytics Certification

HubSpot Digital Marketing Certification

## Publications

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Wade, W. & White, K. (2020). The package as a weapon of influence: Changes to cigarette packaging design as a function of regulatory changes in Canada. *Tobacco Prevention & Cessation*, 6.

## Work in Progress

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Wade, Wade, Joey Hoegg and Darren Dahl, "Exploring the Relationship Between Broken Products and Consumer Creativity."

Wade, Wade and Katherine White, "Charity Avoidance: Understanding When Consumers Walk Away (and When They Won't)."

Wade, Wade\*, Ye Li\*, and David Hardisty\*, "Pains and Gains: Lose-Now-Gain-Later Intertemporal Choices Better Predict Self-Care Behaviors."

Wade, Wade\*, Bonnie Simpson\*, and Katherine White\*, "Creating Together: When Interdependent Self-Constraint Leads to Increased Creativity."

\*denotes equal authorship

## Academic Presentations (\*Presenter)

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Wade, Wade\* and Katherine White (2019), "Charity Avoidance: Understanding When Consumers Walk Away (and When They Won't)," presented at the UBC/UW conference in Vancouver, B.C., Canada.

Wade, Wade\* and Katherine White (2019), "Charity Avoidance: Understanding When Consumers Walk Away (and When They Won't)," presented at the Social Good Conference in Vancouver, B.C., Canada.

Wade, Wade\*, Ye Li, and David Hardisty (2019), "Pains and Gains: Lose-Now-Gain-Later Intertemporal Choices Better Predict Self-Care Behaviors," presented at the Association for Consumer Research conference in Atlanta, Georgia.

Wade, Wade\*, Joey Hoegg and Darren Dahl (2019), "Exploring the Relationship Between Broken Products and Consumer Creativity," presented as a poster at the Association for Consumer Research conference in Atlanta, Georgia.

## Honors, Grants, and Awards

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Dean Earl D. MacPhee Memorial Fellowship in Commerce and Business Administration (2016-2021)

President's Academic Excellence Initiative PhD Award (2016-2021)

International Tuition Award (2016-2021)

Four Year Fellowships Tuition Award (2016-2020)

Sauder School of Business Graduate Award (2016)

Dean's List Award (2013)

Sauder Exploratory Grant (\$6000 CAD)

BYU Office of Research & Creative Activities Grant (\$1500 USD)

## Service

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Sauder School of Business Assurance of Learning Auditor (2017-2021)

## Professional Affiliations

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Association for Consumer Research (ACR)

Society for Consumer Psychology (SCP)

Society for Judgment and Decision Making (SJDM)