

LANCE GREGORY

Alberta School of Business, University of Alberta
lancegregory@ualberta.ca | [Website](#) | [Google Scholar](#)

EDUCATION

University of Alberta

Ph.D. in Marketing

Committee: Sarah G. Moore, Jennifer Argo, and Tito Grillo

Edmonton, AB

Expected 2027

Brigham Young University

B.Sc. in Entrepreneurial Management

Spanish (Secondary Major); Portuguese (Minor)

Provo, UT

2022

PUBLICATIONS

Chao Lei, Jingjing Pan, **Lance Gregory**, Jonathan Hasford, Pengcheng Zhang, and Huan Tao (2026), "Hard to Resist Quicker Decisions: How Response Time Shapes Conformity in Human–Robot Hybrid Groups," *Journal of Behavioral Decision Making*, 39(2), e70082.

Chao Lei, Pengcheng Zhang, **Lance Gregory**, Haijiang Wang, Guoxuan Wang, and Gerald Häubl (2024), "Preference for quicker offers: The critical roles of temporal reference points and evaluation mode," *Journal of Behavioral Decision Making*, 37(1), e2361.

PAPERS UNDER REVIEW

Chao Lei, **Lance Gregory**, Pok Mang Tang, and Jingjing Pan, "Sweeping My Mistakes Under the Rug: Robots as the Enablers of Proactive Immoral Behavior in Human-Robot Collaborations," under review at the *Journal of Behavioral Decision Making*.

DISSERTATION RESEARCH

Lance Gregory, Sarah G. Moore, and Gerald Häubl, "When Saying Thank You Backfires: How Expressions of Gratitude Influence Deal Evaluations," **job market paper**; dissertation essay 1; manuscript in preparation for submission to the *Journal of Marketing*.

Lance Gregory and Sarah G. Moore, "Better Than Saying Sorry: Acknowledgements Outperform Apologies in Online Service Recovery," dissertation essay 2; data collection in progress; target journal: *Journal of Marketing*.

WORKING PAPERS

Keri L. Kettle, Isabelle Engeler, **Lance Gregory**, and Gerald Häubl, "The Shared Ambition Effect: Why Sharing Ambitious Self-Predictions Improves Performance," manuscript in preparation for submission to the *Journal of Personality and Social Psychology*.

Chao Lei, **Lance Gregory**, and Jingjing Pan, “When Artificial Intelligence Meets Faith: God Belief Amplifies AI’s Power to Increase Donations,” data collection in progress; target journal: *Journal of Marketing Research*.

CONFERENCE PRESENTATIONS

Lance Gregory and Gerald Häubl (2024), “How Expressions of Gratitude Impact Receivers in Perceived Zero-Sum Situations,” Business Research Conference, University of Alberta.

Lance Gregory and Gerald Häubl (2023), “Thank You: When Expressing Gratitude Backfires,” Business Research Conference, University of Alberta.

Lance Gregory and Gerald Häubl (2022), “Thank You: When Expressing Gratitude Backfires,” Business Research Conference, University of Alberta.

TEACHING EXPERIENCE

University of Alberta

Instructor, Intro to Marketing, Student Evaluations (4.8/5.0)	Winter 2026
Co-Instructor, Intro to Marketing, two sections, Student Evaluations (4.7/5.0)	Fall 2024
Teaching Assistant (for Jennifer Argo), Intro to Marketing	Fall 2023

INDUSTRY EXPERIENCE

Zeo Energy	Fort Lauderdale, FL
<i>Solar Energy Consultant</i>	2022-2023

Vivint Smarthome	Bismarck, ND
<i>Sales Representative</i>	2020-2021

Lance’s Properties	Provo, UT
<i>Owner and Manager</i>	2018-2022

HONORS AND AWARDS

Research Assistant Fellowship, University of Alberta, 2022, 2023, 2024, 2025, 2026
 Flight PS752 Commemorative Scholarship, Government of Canada, 2024
 Recruitment Scholarship, University of Alberta, 2022
 Foreign Language and Area Studies Scholarship, Brigham Young University, 2019, 2020
 Merit-Based Academic Scholarship, Brigham Young University, 2018, 2019, 2020, 2021
 First Place, Inventech Case Competition, Brigham Young University, 2018
 Student Body Vice President, Timpview High School, 2014
 Eagle Scout, Boy Scouts of America, 2014

SERVICE

University of Alberta Marketing Research Camp	Banff, AB
--	-----------

June 2026

Organizing Committee 2023

Latinos Engaged in Academics and Development (LEAD) Provo, UT
Program Director 2019

The Church of Jesus Christ of Latter-day Saints Jacksonville, FL
Full-Time Missionary 2015-2017

ADDITIONAL INFORMATION

Citizenship: United States

Languages: Spanish (fluent); Portuguese (conversational)

Athletics: Half Ironman finisher (November 2025); Half Marathon finisher (May 2026)

REFERENCES

Sarah G. Moore

Professor of Marketing and Thornton A. Graham Chair

Alberta School of Business, University of Alberta

Edmonton, Alberta Canada T6G 2R6

Phone: +1 (780) 492-3664

Email: sgmoore1@ualberta.ca

Jennifer Argo

Carthy Professor of Marketing

Alberta School of Business, University of Alberta

Edmonton, Alberta T6G 2R6

Phone: +1 (780) 492-3900

Email: jargo@ualberta.ca

Jonathan Hasford

Horne Professor of Business and Stewart Bartley Family Faculty Fellow

Haslam College of Business, University of Tennessee

Knoxville, Tennessee 37916

Phone: +1 (865) 974-1641

Email: jhasford@utk.edu