

JESSICA M. THERRIEN

Alberta School of Business, University of Alberta
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EDUCATION

PhD Business (Marketing), University of Alberta (2025-present)
BEd, University of Alberta (2012)
MA, Duke University (2010)
BComm (Marketing & Business Economics and Law), University of Alberta (2006)

RESEARCH INTERESTS

Culture and consumption
Identity and consumer behaviour
Family and child consumption

WORKING PAPERS

“Retail and Reconciliation” with Katie Lafreniere, Olya Bryksina, and Jennifer J. Argo. Submitted to **Journal of Marketing**.

“Appropriating Lived Culture: Consumer Responses to Brand Use of Culturally Embedded Household Objects” with Katie Lafreniere and Jennifer J. Argo.

“Cognitive Effects of AI-Generated versus Human-Generated Background Music” with Katie Lafreniere and Jennifer J. Argo.

CONFERENCE PRESENTATIONS

Lafreniere, Katherine C., Olya Bryksina, Jennifer J. Argo, and Jessica M. Therrien (forthcoming), “Retail and Reconciliation: Correcting Beliefs to Grow Sales of Indigenous Products,” *Association for Consumer Research*, Chicago, IL.

KNOWLEDGE MOBILIZATION

“‘Period poverty’: Edmonton Catholic Schools to provide students free access to pads and tampons: ‘Our research found that period poverty is a real issue in schools, yet often goes undiscussed because of the stigma around it’” *Edmonton Journal* (March 9, 2022).

TEACHING EXPERIENCE

High School Teacher: Social Studies 10, 20, 30; Advanced Placement Research Seminar	2012-2025
Teaching Assistant: Business 201	2004-2005

RESEARCH EXPERIENCE

University of Alberta, Faculty of Business, Edmonton, AB <i>Graduate Assistant for Dr. Jennifer Argo</i>	2026
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University of Alberta, Faculty of Education, Edmonton, AB Research Assistant for Dr. Cheryl Poth <i>Roger S. Smith Research Project on Preparing Teachers to Support and Measure Learning</i>	2011
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Duke University, Faculty of Business, Durham, NC Co-Researcher with Dr. Jennifer Argo, Dr. Tanya Chartrand, and Dr. Gavan Fitzsimons <i>Research on embarrassing and stigmatized product purchases</i>	2009-2010
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Duke University, Faculty of Business, Durham, NC Collaborator with Dr. Tanya Chartrand <i>Book chapter on mimicry and social relations in the Oxford Handbook of Social Cognition</i>	2009-2010
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Duke University, Faculty of Business, Durham, NC Co-Researcher with Dr. Jim Bettman, Dr. Mary Frances Luce, and Dr. John Payne <i>Research on the impact of emotions on decision-making</i>	2009-2010
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University of Alberta, Faculty of Business, Edmonton, AB Co-Researcher with Dr. Jennifer Argo and Dr. Darren Dahl <i>Research on the social influences of co-consumers and salespeople on product evaluations</i>	2008-2010
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SERVICE

Häubl Research Camp Games Night, *Alberta School of Business* (2026)

PROFESSIONAL DEVELOPMENT

Measurement, Experimentation, and Causal Inference Workshop (Dan Schley), <i>University of Alberta</i>	2026
Academic Integrity and Ethics Training, <i>University of Alberta</i>	2026

PRE-DOCTORAL EXPERIENCES

Social Studies Department Head, Edmonton Catholic Schools	2013-2025
Teacher, MEI International Academy	Summer 2013
Teacher, Edmonton Catholic Schools	2012-2025

AWARDS & HONOURS

Fédération des parents francophones de l'Alberta, Prix Manon-Bouthillier	2023
Alberta School Board Association, Zone 2/3 Edwin Parr Teacher Award Winner	2013
Edmonton Catholic Schools, Edwin Parr Teacher Award District Nominee	2013
University of Alberta, Academic All Canadian Award	2012
University of Alberta, Roger S. Smith Undergraduate Research Award	2011
University of Alberta, The Amy and Yuen Wong Scholarship	2011
Duke University, Fuqua School of Business, Full Tuition Grant and Research Stipend	2009-2010
University of Alberta, Dean's Honor List	2005-2006
University of Alberta, First Class Standing	2005-2006
Queen's Intercollegiate Business Competition, University Round Winner	2005-2006
University of Alberta, Undergraduate Scholarship	2005
Royal Roads International Case Competition, Team Spirit Award	2004
University of Alberta, Jason Lang Scholarship	2003-2005
University of Alberta, Academic Excellence Scholarship	2002
University of Alberta, Alexander Rutherford Entrance Scholarship	2002