

SAEID KERMANI

ASSISTANT PROFESSOR OF MARKETING

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EDUCATION

Ph.D.	Marketing Schulich School of Business, York University Advisor: Dr. Peter Darke	2022
M.Sc.	Management (Marketing) Telfer School of Management, University of Ottawa Advisor: Dr. Leila Hamzaoui	2017
B.Sc.	Psychology & Business (Major/Minor) York University Advisor: Dr. Richard Lalonde & Dr. Andy Ng	2014

ACADEMIC APPOINTMENT

Assistant Professor (Tenure-Track) Marketing, School of Business, Trent University	2022—present
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RESEARCH INTERESTS

*M*y research interests lie in the intersection of consumer behaviour and social psychology, with a particular focus on how consumers' evaluations of themselves and others guide their consumption decisions. A key aspect of my work examines the influence of social media in shaping consumer perceptions and behaviours, investigating how digital platforms impact societal and ethical dynamics within consumer markets. My research aims to provide valuable insights for marketing strategies and policy-making in an increasingly digital world.

RESEARCH GRANTS

Social Sciences and Humanities Research Council (SSHRC) Insight Development Grant:
“*Offensive Advertising and Consumer Complaints: The Role of Social Media Backlash.*”
• \$52,845 over three years (Primary Investigator; 2023–2026)

Social Sciences and Humanities Research Council (SSHRC) Explore Grant (Internal):
“*Offensive Advertising and Consumer Complaints: The Role of Social Media Backlash.*”
• \$7,000 over 18 months (2023–2024)

Trent University: Start-Up Fund
• \$15,000 over two years (2022–2024)

PUBLICATIONS

Refereed Journal Publications:

[† = Financial Times top 50 Business Journal; OA = open access]

1. Kermani, M.S, Noseworthy, T.J., and Darke, P. (2024), “Getting Political: The Value-Protective Effects of Expressed Outrage on Self-Brand Connection,” *Journal of Consumer Psychology*, 34, 385-405.† OA (ABDC: A*)
 - Public Video: [LinkedIn](#)
 - Radio Interviews: Chelsea on CHED (630 CHED – Edmonton), Weekend Mornings (980CKNNW – Vancouver)
 - Media Mentions: Yahoo News, MSN, Talent Canada, Black Facts, Sask Today, *The Conversation*, Trent News
2. Guilfoyle, J., Struthers, C.W., van Monsjou, E., Shoikhedbrod, A., Eghbali, N., Kermani, M. (2022). "Sorry, not sorry: The effect of social power on transgressors' apology and non-apology." *Journal of Experimental Psychology: Applied*, 28(4), 883. (ABDC: A)
 - Media Mentions: *Psychology Today*
3. Ng, A. H., Kermani, M. S., & Lalonde, R. N. (2021). "Cultural differences in psychological reactance: Responding to social media censorship." *Current Psychology*, 40, 2804-2813.

Invited Book Chapter:

Kermani, M.S., Darke, P.R., & Brady, M.K (2022). “Consumer (Dis)Trust Online”, In *The Routledge Handbook of Digital Consumption (2nd edition)*, Russell Belk & Rosa Llamas (eds.), Routledge: NY.

Manuscripts Under Review:

1. “Corporate advocacy backlash and brand apologies” with Theodore Noseworthy (under review).
2. “Racial diversity in advertising,” with Peter Darke (under review).

Select Manuscripts in Progress:

(† = graduate student, * = undergraduate student)

1. “Brand activism versus brand neutrality,” with Tima Abboud†. Finalizing for submission.
2. “Emotional complaints about offensive advertising,” with Peter Darke. Finalizing for submission.
3. “Offensive advertising and online moral consensus,” with Peter Darke. Finalizing for submission.

PROCEEDINGS & PRESENTATIONS

1. Kermani, M.S., Darke, P.R. “Beyond racial identity: How values shape responses to inclusivity in advertising”, Association of Consumer Research Conference, 2025, Sao Paulo, Brazil.

2. Kermani, M.S., Darke, P.R. "From bystanders into supporters: The persuasiveness of emotional complaints against offensive advertising", Academy of Marketing Science Annual Conference, 2025, Montreal, Canada.
3. Kermani, M.S., Darke, P.R. "Persuasive effects of emotional and unemotional social media complaints in response to offensive marketing", Association of Consumer Research Conference, 2024, Bali, Indonesia.
4. Kermani, M.S., Darke, P.R. "Persuasive effects of emotional and unemotional social media complaints in response to offensive marketing", European Marketing Academy Conference, 2024, Bucharest, Romania.
5. Kermani, M.S., Guzel, G.T. "Are Bystanders more persuasive than victims? The impact of social media backlash towards brand transgressions", Association of Consumer Research Conference, 2023, Amsterdam, Netherlands.
6. Millett, G., Davison, B., Dekel, G., Kermani, S., Mora, A. & Struthers, C. W. "I'm Watching You: The role of mate devaluation, power, and jealousy in electronic monitoring of romantic partners", Society for Personality and Social Psychology Annual Conference, 2023, Atlanta, GA.
7. Kermani, M.S., & Darke, P.R. "Is your ethnicity more important or your commitment to diversity? Responding to racial diversity in advertisements", Society for Consumer Psychology Boutique Conference, 2022, Nanyang Technological University, Singapore.
8. Kermani, M.S., & Darke, P.R. "When consumer outrage backfires: The role of emotion-based social influence", Southern Ontario Behavioural Decision Research Conference, 2022, Schulich School of Business. Toronto, Canada.
9. Kermani, M.S., Noseworthy, T.J., Darke, P.R. "Getting political: The effects of outgroup outrage on self-brand connection", American Marketing Association Winter Academic Conference, Special Session on Social Responsibility in Today's Marketplace, 2021 (Virtual).
10. Kermani, M.S., & Darke, P.R. "What makes an advertisement offensive? The interplay between descriptive and prescriptive norms", Association for Consumer Research Conference, 2020 (Virtual)
11. Kermani, M.S., & Darke, P.R. "The role of descriptive norms on offensive advertising", Marketing Research Symposium, Lazardis School of Business and Economics, 2019, Waterloo, Canada.
12. Kermani, M.S., & Hamzaoui-Essousi, L. "The effect of consumer knowledge on bandwagon luxury consumption", Monaco Symposium on Luxury, 2018, Monaco City, Monaco.

13. Ng, A. H., Kermani, M. S., & Lalonde, R. N. (2015), "Cultural differences in psychological reactance: Responding to censorship", The Asian Conference on Psychology and the Behavioral Sciences Official Conference Proceedings (pp. 751-763).

NON-ACADEMIC CONFERENCES

Ontario Bar Association – Advertising & Marketing Law Conference 2025: Invited Panelist, "Drip Pricing and Behavioural Economics: Practical Implications," presented to regulators and legal professionals, October 9, 2025, Toronto, ON.

Ontario Bar Association – Advertising & Marketing Law Conference 2024: Invited Panelist, "Drip Pricing under the Competition Act," presented to regulators and legal professionals, October 10, 2024, Toronto, ON.

TEACHING EXPERIENCE

Introduction to Marketing (ADMN 2100), Trent University, Undergraduate course • Instructor

Advertising (ADMN 3150), Trent University, Undergraduate course, • Instructor

Marketing Management (MKTG 1030), Schulich School of Business, Undergraduate course, • Instructor

Applied Statistical Methods in Business (ADM 2304), Telfer School of Management, Undergraduate course • Teaching Assistant / Tutorial Instructor

INTERNAL SERVICE

Administration:

Trent University, *Diversity, Equity, and Inclusion (DEI) Committee Member* (Jan 2023-Present)

Trent University, *Ethics Committee Member* (Sept 2023-Present)

Trent University, *Curriculum Committee Member* (2022-2023)

York University, *Graduate Student Association Representative* (2020-2022)

Student Organizations & Advising:

Trent University, Faculty Advisor, *Enactus* (2024-present)

Graduate Training:

2022—May 2024

Mohinur Akter

(MSc thesis advisor, Trent University)

Lab Affiliation:

York University, Social Motivation Laboratory Member (2019-Present)

York University, Manager, NOESIS Innovation, Design, and Consumption Laboratory (2020–2022)

EXTERNAL SERVICE

Ad-Hoc Reviewing for Journals:*Journal of Business Research***Ad-Hoc Reviewing for Conferences:***The Academy of Marketing Science Conference**The Association for Consumer Research Conference**The Society of Consumer Psychology Annual Winter Conference**American Marketing Association Winter Academic Conference***External Grant Review:***SSHRC Insight Grants - External Assessor, 2025*