

Raymond V. Lavoie

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ACADEMIC POSITIONS

Assistant Professor of Marketing Girard School of Business, Merrimack College	2017—Present
Lecturer (Marketing) Asper School of Business, University of Manitoba	2015—2017

EDUCATION

Ph.D. Business Administration (Marketing) Asper School of Business, University of Manitoba Dissertation advisor: Dr. Kelley Main	2017
B. Comm. (Hons.) Marketing Asper School of Business, University of Manitoba	2011

RESEARCH INTERESTS

Consumer Wellbeing
Digital Marketing
Flow States

PEER-REVIEWED PUBLICATIONS

Lavoie, R. & Main, K. (2022). Optimizing Product Trials by Eliciting Flow States: The Enabling Roles of Curiosity, Openness, and Information Valence. *European Journal of Marketing*, (in press).

Lavoie, R., Main, K. & Stuart-Edwards A. (2021). Flow Theory: Advancing the Two-Dimensional Conceptualization. *Motivation and Emotion*, 1-21.

Lavoie, R., Hoegg, J., Main, K., & Guo W. (2021). Employee Reactions to Pre-Service Tipping and Compliments. *Journal of Service Research*, 24 (3), 421-434.

Lavoie, R., Main, K., King, C., & King, D. (2021). Virtual Experience, Real Consequences: Understanding the Potential Negative Emotional Consequences of Virtual Reality Gameplay. *Virtual Reality*, 25 (1), 69-81.

Lavoie, R. & King, C. (2020). The Virtual Takeover: The Influence of Virtual Reality on Consumption. *Canadian Journal of Administrative Sciences*, 37 (1) 9– 12.

Media Coverage: “The Revolution of Consumption” in WirtschaftsWoche Magazine (Paid Content).

Lavoie, R. & Main, K. (2019). Consumer Microflow Experiences. *Psychology & Marketing*, November (36), 1133- 1142.

Lavoie, R. & Main, K. (2019). When Losing Time and Money Feels Good: The Paradoxical Role of Flow in Gambling. *Journal of Gambling Issues*, April (41), 53- 72.

MANUSCRIPTS UNDER REVIEW

Lavoie, R., Baer, M. & Rouse, E. The Emergence of Group Flow. Revise and re-submit after the first round of review at the *Academy of Management Review*.

Lavoie, R., & Main, K. When Digital Media Decreases Creativity: The Moderating Role of Flow. Under first round of review at the *Journal of Business Research*.

Lavoie, R. A Penny for Your Flow? A Theory on the (Effortless) Nature of Attention in Flow. Under the first round of review at the *Journal of Happiness Studies*.

MANUSCRIPTS IN FINAL PREPARATION

Lavoie, R. & Zheng, Y. Do People Need Protection from Their Smartphones? Exploring the Relationships Between Smartphone use, Wellbeing and Flow. Manuscript in final preparation for the *Journal of Public Policy & Marketing*.

Lavoie, R., Akdevelioglu, D. & Thyroff, A. The Consumption of Competition. Manuscript in final preparation for the *Journal of the Academy of Marketing Science*.

Lavoie, R. & Graul, A. Play as a Mechanism for Personal Growth: The Mediating Roles of Identity and Flow. Manuscript in final preparation for the *Journal of Educational Psychology*.

Lavoie, R. Finding Flow: How it Happens and its Relevance in Marketing. Manuscript in final preparation for the *Journal of Marketing*.

Lavoie, R., Mckay-Nesbitt, J. & Smith, M. Emotion Regulation in Sales: The Role of Goal Orientations. Manuscript in final preparation for the *Journal of Selling*.

RESEARCH GRANTS AND FUNDING

Social Sciences and Humanities Research Council (\$130,362) A Partnership Development Grant for the study of Flow and its role in the consumption of emerging technologies in partnership with The Pan Am Clinic and Zenfri Inc. Co-investigators, Kelley Main and Kirk Kristofferson.	2017—2022
Faculty Development Grant, Merrimack College (\$500)	2019
Provost Innovation Fund, Merrimack College (\$15,300) <i>Visual Attention in Flow</i> . With Dr. Michael Stroud, Department of Psychology	2018—2019
Faculty Development Grant, Merrimack College (\$3,300)	2018
Davis Educational Foundation Grant, Merrimack College (\$1,000) -Developing an International Research Course for Business Majors	2018
Davis Educational Foundation Grant, Merrimack College (\$1,000) -Developing a Graduate Student Research Program	2018

RESEARCH FELLOWSHIPS AND AWARDS

Faculty Research Fellow, Merrimack College (\$4,400) Center for Excellence in Teaching and Learning (CETL)	2018—2019
Distinguished Research Award, Merrimack College (\$2,000)	2018
Joseph Armand Bombardier Canada Graduate Scholarship Doctoral Award (\$105,000)	2014—2017
Liquor and Gaming Authority of Manitoba Graduate Award (\$10,000)	2017
Mitacs-Accelerate Graduate Research Stipend (\$13,500)	2017
Liquor and Gaming Authority of Manitoba Graduate Award (\$10,000)	2016

AMA Sheth Foundation Doctoral Consortium Fellow London Business School, London, England	2015
G. Clarence Elliott Fellowship (\$3,500)	2015
Asper Marketing Graduate Student Research Award (\$400)	2015
Mitacs-Accelerate Graduate Research Stipend (\$13,500)	2014
Nomination for Mitacs Award for Commercialization	2014
The McGiverin Fellowship (\$10,625) -Awarded to the Graduate Student with the highest academic standing in the Asper School of Business	2013
Best Paper Award, ASAC Conference, Calgary Lavoie, R., & Bruning, E. (2013). <i>Relationship Marketing With Lenders: Exploring The Role of Affective and Cognitive Attitudes In Family Firm Funding.</i>	2013
Nomination for Mitacs Award for Commercialization	2013
Canadian Credit Management Foundation Ph.D. Fellowship (\$3,500)	2013
Mitacs-Accelerate Graduate Research Stipend (\$11,000)	2013
University of Manitoba Graduate Student Fellowship (\$5,800)	2012

CONFERENCE PRESENTATIONS

The Emergence of Group Flow

Paper accepted to the Positive Organizational Scholarship (POS) Research Conference, Ann Arbor Michigan, June 2022. With Markus Baer and Bess Rouse.

The Importance of Instructor Playfulness for Identity Development and Flow in Higher Education.

Working paper presented at the Society for Consumer Psychology conference in Huntington Beach, California, March 2020. With Antje Graul.

The Marketing of Curiosity: How Does it Work?

Working paper presented at the Society for Consumer Psychology conference in Huntington Beach, California, March 2020. With Kelley Main.

Consumer Creativity: Escaping Your (Un)Creative Flow.

Paper presented at the Society for Consumer Psychology conference in Savannah, Georgia, March 2019. With Kelley Main.

Play in Higher Education: Perceptions and Applications.

Working paper presented at the Symposium for Emerging Marketing Scholars at Utah State University, Logan, Utah, December 2018.

Flow and Gambling: The Relationship Between Flow and the Amount of Time and Money Spent While Gambling.

Paper presented at the International Conference of Social Sciences and Humanities in Rome, Italy, June 2018. With Kelley Main.

The Darkside of Virtual Reality: Psychological Concerns and Corporate Social Responsibility Related to Virtual Reality.

Consumer Behavior Symposium in Winnipeg, Manitoba, Canada, May 2018. With Kelley Main, Corey King and Danielle King.

Chaos and Flow.

Presented at the Consumer Behavior Symposium in Winnipeg, Manitoba, Canada, May 2018.

Flow and Gambling: The Relationship Between Flow and the Amount of Time and Money Spent While Gambling.

Alberta Gambling Research Institute Annual Conference, Banff, Alberta, April 2018. With Kelley Main.

Flow and Technology.

Presented as part of the Café Scientific speaker series at the McNally Robinson Booksellers. A series by the University of Manitoba highlighting innovative research across all disciplines of study, September 2017. With Panelists Kelley Main, Andrea Bunt and Corey King.

The Curious Nature of Flow.

ASAC conference, Montreal, Quebec, Canada, May 2017. With Kelley Main.

The Darkside of Flow: Gambling as a Flow Experience.

Rupert's Land Marketing Symposium, University of Regina, Saskatchewan, Canada, May 2017. With Kelley Main.

The Darkside of Flow: Gambling as a Flow Experience.

Hickson Research Day, University of Manitoba, Canada, March 2017. With Kelley Main.

Power to the People: Consumer Influence Tactics in a Retail Setting.

Society for Consumer Psychology (SCP) conference in San Francisco, CA, February 2017. With Kelley Main, Wenxia Guo and Joey Hoegg.

The Curious Nature of Flow.

Rupert's Land Consumer Behavior Symposium, Saskatoon, Saskatchewan, Canada, May 2016.
With Kelley Main.

Advertisements as Threats to Competency: Exploring Consumer Tunnel Vision and Mitigating the Effects.

Society for Consumer Psychology (SCP) conference in St. Pete's Beach, FL, February 2016. With Kelley Main.

Power to the People: Consumer Influence Tactics in a Retail Setting.

Consumer influence special session at the Association for Consumer Research (ACR) conference in New Orleans, LA, October 2015. With Kelley Main, Wenxia Guo and Joey Hoegg.

Exploring New Dimensions of Luxury Via Psychological Distance.

Association for Consumer Research (ACR) conference in New Orleans, LA, October 2015. With Fang Wan and Pingping Quo.

Power to the People: Consumer Influence Tactics in a Retail Setting. Society for Consumer Psychology (SCP) summer conference in Toronto, ON, Canada, August 2015. With Kelley Main.

Writing and Creativity.

Rupert's Land Consumer Behavior Symposium, Winnipeg, Manitoba, Canada, May 2015. With Kelley Main and Juliet Zhu.

Advertisements as Threats to Competency: Exploring Consumer Tunnel Vision and Mitigating the Effects.

Society for Consumer Psychology (SCP) conference in Phoenix, Arizona, February 2015. With Kelley Main.

Economic Versus Social Influence Tactics in a Service Setting.

Association for Consumer Research (ACR) conference in Baltimore, MD, United States, October 2014. With Kelley Main, Wenxia Guo and Joey Hoegg.

Consumer Influence Tactics.

Rupert's Land Consumer Behavior Symposium, Regina, Saskatchewan, Canada, May 2014. With Kelley Main, Wenxia Guo and Joey Hoegg.

The persuasive bird gets the worm: empowering consumers and fostering trust in the retail context.

Society for Consumer Psychology (SCP) conference in Miami, Florida, United States, March 2014. With Kelley Main and Wenxia Guo.

Relationship Marketing With Lenders: Exploring The Role of Affective and Cognitive Attitudes In Family Firm Funding.

ASAC Conference, Calgary, Alberta, Canada, June 2013. With Ed Bruning.

Affective Commitment: A Matter of Identity.

ASAC Conference, Calgary, Canada, June 2013. With Sue Bruning.

Exploring The Boundaries of Consumer Generosity.

Rupert's Land Consumer Behavior Symposium, Saskatoon, Saskatchewan, Canada, May 2013.
With Kelley Main and Wenxia Guo.

Market research for mobile gaming- findings and implications.

International Game Developers Association (IGDA) Meetings, Winnipeg, Manitoba, May 2013.

INVITED TALKS

Finding Flow. May 2019
McLaughlin Lecture, Merrimack Psychology honor society induction ceremony.

Flow and Work. June 2017
Feature presentation at the Live Well at Work week at the University of Manitoba.

Ethics in Marketing. April 2017
Presented as part of the Winnipeg Regional Health Authority Ethics speaker series at the University of Winnipeg.

TEACHING INTERESTS

Digital Marketing, Social Media Marketing, Consumer Behavior, Social Marketing, Marketing and Consumer Wellbeing, Marketing Research

TEACHING EXPERIENCE

Undergraduate Courses Taught at the Girard School of Business, Merrimack College

Marketing and Consumer Wellbeing, MKT4800

Spring 2022 Directed Study (two students)

Digital Marketing, MKT4900

Spring 2022 Avg. Teacher Rating: **TBA**

Consumer Behavior, MKT3355

Spring 2021	Avg. Teacher Rating: 5/5
Spring 2020	Avg. Teacher Rating: 4.95/5
Spring 2019	Avg. Teacher Rating: 4.66/5
Spring 2018	Avg. Teacher Rating: 4.65/5

Marketing Research, MKT4420

Fall 2021	(Two sections) Avg. Teacher Rating: 4.94/5
Fall 2020	(Two sections) Avg. Teacher Rating: 5/5
Fall 2019	(Two sections) Avg. Teacher Rating: 4.62/5
Fall 2018	(Two sections) Avg. Teacher Rating: 4.57/5
Fall 2017	(Two sections) Avg. Teacher Rating: 4.45/5

Advanced Marketing Research, MKT4800

Spring 2019	(Directed Study)
Spring 2018	(Directed Study)

Principles of Marketing, BUS2205

Spring 2022	(Two sections) Avg. Teacher Rating: TBA
Spring 2021	Avg. Teacher Rating: 4.88/5
Spring 2018	Avg. Teacher Rating: 4.39/5

Graduate Courses Taught at the Girard School of Business, Merrimack College**Innovation and Trends in Marketing, MKT5310**

Fall 2021 (Online)	Avg. Teacher Rating: 5/5
Fall 2020 (Online)	Avg. Teacher Rating: 5/5

Marketing Management, MKT5160

Fall 2019 (Online)	Avg. Teacher Rating: 5/5
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Concepts of Marketing, MKT 5050

Fall 2021 (Online)	Avg. Teacher Rating: 5/5
Summer 2021 (Online)	Avg. Teacher Rating: 5/5
Fall 2020 (Online)	Avg. Teacher Rating: 5/5

Courses Taught at the Asper School of Business, University of Manitoba**Fundamentals of Marketing, MKT2210**

Winter 2017	(Two Sections) Avg. Teacher Rating: 4.70/5
Winter 2016	Avg. Teacher Rating: 4.47/5
Summer 2015	Avg. Teacher Rating: 4.67/5

Graduate Curriculum Committee, Girard School of Business	2020—2021
Faculty Group Leader, Merrimack Professional Development Retreat	2021
Hiring Committee (Entrepreneurship)	2021
Merrimack (Covid-19) Technology Ambassador	2021
Nominations and Elections Committee, Faculty Senate	2019—2021
Hiring Committee (Entrepreneurship) *Chair	2020
Hiring Committee (Sport Management)	2020
Global Education Faculty Committee, Faculty Senate	2018—2020
Hiring Committee (Marketing)	2018
Faculty Council, University of Manitoba - Graduate Student Representative	2014—2017
Marketing research lab coordinator Asper School of Business, University of Manitoba	2013—2014

STUDENT ADVISING

Honours thesis advisor for Sarah Delaney <i>"Title TBA"</i>	2021-2022
Undergraduate research fellowship advisor for John Kennedy	2021-2022
Undergraduate research fellowship advisor for Caitlin White	2021-2022
Honours thesis advisor for Timothy Quinn <i>"Flow States and Emotional Arousal"</i>	2020-2021
Graduate research fellowship advisor for Anthony Bechwati	2020-2021
Graduate research fellowship advisor for Jessica Kuhlman	2019-2020
Merrimack Undergraduate Academic Advising (~50 students)	2017-Present

STUDENT ADVISEE PRESENTATIONS

Bechwati, A. & Lavoie, R. (2021). "Get on Your Phone? The Relationships between Phone Usage, Flow and Wellbeing." *Research and Creative Achievement Conference*, Merrimack College, North Andover, MA. March.

Sanders, H., Graul, A. & Lavoie, R. (2020). "The Importance of Instructor Playfulness for Identity Development and Flow in Higher Education Online Classes." *Utah Conference on Undergraduate Research*, Logan, UT. February 2020.

Sanders, H., Graul, A. & Lavoie, R. (2019). "The Importance of Instructor Playfulness for Identity Development and Flow in Higher Education Online Classes." *Fall Undergraduate Research Symposium*, Logan, UT, December.

Nelloori, R. & Lavoie, R. (2018). "*Chaos and Flow*." Research presented at the Consumer Behavior Symposium in Winnipeg, Manitoba, Canada, May.

PROFESSIONAL DEVELOPMENT

Mental Health First Aid Certification, Merrimack College	Jan 2022
Digital Marketing Pro Certification, AMA Digital Marketing Institute	July 2021
Inaugural JCR Author Development Workshop, University of Pittsburgh	November 2018
Andrew Hayes Advanced Mediation Workshop, University of Manitoba	April 2018
Andrew Hayes Mediation Workshop, University of Manitoba	April 2017

REFERENCES

Dr. Kelley Main (PhD Dissertation Advisor)
F. Ross Johnson Professor of Marketing
Asper School of Business, University of Manitoba
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Tel: 204.474.7545
Email: Kelley.main@umanitoba.ca

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Associate Professor
Canada Research Chair in Consumer Behaviour
Sauder School of Business, University of British Columbia
2053 Main Mall, Vancouver, British Columbia, Canada, V6T 1Z2
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Senior Scholar (Marketing)
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Dr. Markus Baer
Associate Professor
Olin Business School, Washington University
Snow Way, 1 Brookings Drive, St. Louis, MO 63130, United States
Tel: 314.935.6318
Email: Baer@wustl.edu