

# Raymond V. Lavoie

Assistant Professor of Marketing  
Raymond.lavoie@uottawa.ca

---

## FACULTY APPOINTMENTS

Assistant Professor of Marketing <b>University of Ottawa</b> , Ottawa, ON	July 2024
Assistant Professor of Marketing <b>New Mexico State University</b> , Las Cruces, NM	2022 — 2024
Assistant Professor of Marketing <b>Merrimack College</b> , North Andover, MA	2017 — 2022

---

## EDUCATION

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

---

## RESEARCH INTERESTS

Flow States  
Consumer Wellbeing  
Technology and Consumption

---

## PEER-REVIEWED PUBLICATIONS

- Lavoie, R., & Main, K.** (2024). What happens when flow ends? How and why your creativity is limited after a flow experience. *Current Psychology* (in press).
- Lavoie, R., Baer, M. & Rouse, E.** (2024). Group flow: A theory of group member interactions in the moment and over time. *Academy of Management Review* (in press).

**Lavoie, R. & Zheng, Y. (2023).** Smartphone use, flow and wellbeing: A case of Jekyll and Hyde. *Computers in Human Behavior*, 138, (107442).

**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*, 56 (13), 50-77.

**Lavoie, R., Main, K. & Stuart-Edwards A. (2022).** Flow Theory: Advancing the Two-Dimensional Conceptualization. *Motivation and Emotion*, 46 (1), 38-58.

**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.

\*Wiley top 10 most downloaded papers (from 2019 – 2020)

**Media coverage:** “The Revolution of Consumption” (2022), in WirtschaftsWoche Magazine.

**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.

**Media coverage:** “Why you almost never see a clock at the mall” (2024), in The Hustle newsletter (2.5 million subscribers).

## MANUSCRIPTS UNDER REVIEW

---

**Lavoie, R. & Ferris, L.** Flow in Organizations. Proposal submitted to the *Academy of Management Annals*.

## MANUSCRIPTS NEARING SUBMISSION

---

**Lavoie, R.,** Akdevelioglu, D., & Hoegg, J. Healthy Competition: Competitive Experiences That Improve or Impair Wellbeing. Finalizing data collection, intended for the *Journal of Consumer Psychology*.

**Lavoie, R.,** Steele, P., Hendijani, R., & Ferris, L. Flow: A Meta-Analysis. Preparing for *Psychological Bulletin*.

## NON PEER-REVIEWED WRITING

---

Lavoie, R. "Finding your flow". *Character and Context* (blog), the official blog for the Society for Personality and Social Psychology, March 2022.

## RESEARCH GRANTS AND FUNDING

---

Social Sciences and Humanities Research Council Insight Grant <i>"Healthy Competition: How Competitive Experiences can Improve or Impair Wellbeing"</i> Role: Collaborator Team members: JoAndrea Hoegg	2024—2026 \$79,925
New Mexico State University Arts & Humanities Seed Grant (\$10,000) <i>"The Sound of Flow: Music That Facilitates Flow States and Well-being"</i> Role: Co-investigators Team members: Michael Hout (Psychology), Laura Spitzer (Music)	2024
PI Academy Proposal Development Grant, New Mexico State University (\$2,000)	2023
Fulton Research Grant, New Mexico State University (\$1,691)	2023
Social Sciences and Humanities Research Council Partnership Development Grant <i>"Flow and its role in the consumption of emerging technologies"</i> Role: Co-Investigator Industry Partners: The Pan Am Clinic and Zenfri Inc. Team members: Kelley Main & Kirk Kristofferson.	2017—2022 \$130,362
Faculty Development Grant, Merrimack College (\$500)	2019
Provost Innovation Fund, Merrimack College (\$15,300) <i>"Visual Attention in Flow"</i>	2018—2019

Co-investigator: Michael Stroud (Psychology)

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	2018—2019
Distinguished Research Award, Merrimack College (\$2,000)	2018
SSSHRC 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:</i>	2013

*Exploring The Role of Affective and Cognitive Attitudes In Family Firm Funding.*

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

---

*Instructor Playfulness and Student Outcomes in Business Education: The Mediating Roles of Identity Development and Flow*

Paper presented at the Association for Marketing Theory and Practice conference in Myrtle Beach, South Carolina, March 2025. With Antje Gaul.

*How to “win” with competitive consumption experiences*

Poster presented at the Society for Consumer Psychology conference in San Juan, Puerto Rico, March 2023. With Duygu Akdevelioglu.

*Smartphone use, flow and wellbeing: A case of Jekyll and Hyde*

Poster presented at the Society for Consumer Psychology conference in San Juan, Puerto Rico, March 2023. With Yilong Zheng.

*The Emergence of Group Flow*

Paper presented at 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.*

Poster presented at the Society for Consumer Psychology conference in Huntington Beach, California, March 2020. With Antje Gaul.

*The Marketing of Curiosity: How Does it Work?*

Poster 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.*

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.*

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

*Chaos and Flow.*

Paper 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.*

Paper presented at the 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.*

Paper presented at the ASAC conference, Montreal, Quebec, Canada, May 2017. With Kelley Main.

*The Darkside of Flow: Gambling as a Flow Experience.*

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

*The Darkside of Flow: Gambling as a Flow Experience.*

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

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

Paper presented at the 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.*

Paper presented at the 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.*

Poster presented at the 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.*

Paper presented in the 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.*

Poster presented at the 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.*

Paper presented at the Society for Consumer Psychology (SCP) summer conference in Toronto, ON, Canada, August 2015. With Kelley Main.

*Writing and Creativity.*

Paper presented at the 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.*

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

*Economic Versus Social Influence Tactics in a Service Setting.*

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

*Consumer Influence Tactics.*

Paper presented at the 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.*

Paper presented at the 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.*

Paper presented at the ASAC Conference, Calgary, Canada, June 2013. With Ed Bruning.

*Affective Commitment: A Matter of Identity.*

Paper presented at the ASAC Conference, Calgary, Canada, June 2013. With Sue Bruning.

*Exploring The Boundaries of Consumer Generosity.*

Paper presented at the 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.*

Marketing research findings presented at the International Game Developers Association (IGDA) Meetings, Winnipeg, Manitoba, May 2013.

## INVITED TALKS

---

*Flow in Sales.*

July 2023

Employee education program, *Vantage Marketing*, Montreal, Canada.

*Flow in Sales.*

August 2022

Employee education program, *Vantage Marketing*, Montreal, Canada.

*Finding Flow.*

May 2019

McLaughlin Lecture, Merrimack Psychology honor society induction ceremony, *Merrimack College*, North Andover, United States.

*Flow and Work.*

June 2017

Feature presentation at the Live Well at Work week at the *University of Manitoba*, Winnipeg, Manitoba.

*Ethics in Marketing.*

April 2017

Presented as part of the Winnipeg Regional Health Authority Ethics speaker series at the *University of Winnipeg*, Winnipeg, Manitoba.

## TEACHING INTERESTS

---

Consumer Behavior, Marketing and Consumer Wellbeing, Social Media Marketing, Marketing Research, Marketing Management, Principles of Marketing



## TEACHING EXPERIENCE

---

Courses Taught at the **University of Ottawa**



uOttawa

### **Consumer Behavior, ADM 3321**

Winter 2025

Avg. Teacher Rating: **TBD**

Fall 2024

Avg. Teacher Rating: **4.94/5**

---

Courses Taught at **New Mexico State University**

\*All teacher evaluations are qualitative.



### **Consumer Behavior, MKTG 625 (PhD seminar)**

Spring 2024

### **Marketing Management, MKTG 503 (MBA)**

Spring 2024

Spring 2023

### **Principles of Marketing, MKTG 303**

Fall 2023 (Two sections; one in person, one online)

Spring 2023 (Online)

Fall 2022 (Two sections in person)

---

Undergraduate Courses Taught at **Merrimack College**



### **Marketing and Consumer Wellbeing, MKT4800**

Spring 2022

Directed Study (two students)

### **Digital Marketing, MKT4900**

Spring 2022

Avg. Teacher Rating: **4.82/5**

### **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: <b>5/5</b>
Fall 2019	(Two sections) Avg. Teacher Rating: <b>4.62/5</b>
Fall 2018	(Two sections) Avg. Teacher Rating: <b>4.57/5</b>
Fall 2017	(Two sections) Avg. Teacher Rating: <b>4.45/5</b>

### **Advanced Marketing Research, MKT4800**

Spring 2019	(Directed study)
Spring 2018	(Directed study)

### **Principles of Marketing, BUS2205**

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

### Graduate Courses Taught at **Merrimack College**

#### **Innovation and Trends in Marketing, MKT5310**

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

#### **Marketing Management, MKT5160**

Fall 2019 (Online)	Avg. Teacher Rating: <b>5/5</b>
--------------------	---------------------------------

#### **Concepts of Marketing, MKT 5050**

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

### Courses Taught at the **University of Manitoba**



#### **Fundamentals of Marketing, MKT2210**

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

#### **Managing Innovation, GMGT7030** (Guest Lecture), MBA program

Summer 2016	Lecture on group flow/ group creativity
-------------	---

## PROFESSIONAL EXPERIENCE

---

**Vice President**, Higher Learning Foundation 2016—Present

- Registered charity, fostering mental wellbeing through innovative mental fitness programming
- I oversee our marketing strategy and course content, including digital marketing and branding

**Marketing Consultant** 2014—2019

- Helped bring various virtual and augmented reality applications to market through marketing research, forecasting and marketing strategy
- Wrote grant proposals to help clients acquire over \$4 Million in funding

**Marketing Research**, StandardAero, Winnipeg, MB 2011—2013

- Performed market and customer level research, managed and integrated our CRM system into the sales process

## ACADEMIC SERVICE

---

### Reviewing

Journal of Marketing 2024

Motivation and Emotion 2021-2023

Association for Consumer Research Conference 2014—2023

Society for Consumer Psychology Conference 2014—2023

Computers in Human Behavior Reports 2021

Journal of Gambling Issues 2019—2020

Canadian Journal of Administrative Sciences 2018—2020

Journal of Business Ethics 2018—2019

Journal of Consumer Research Trainee Reviewer 2015—2017

### College Service

#### *University of Ottawa*

Healthy Consumption Research Unit Committee 2024

#### *New Mexico State University*

Consumer Behavior Research Lab Coordinator 2023—2024

Diversity Equity & Inclusion Committee, Faculty Senate	2023—2024
Hiring Committees (Marketing)	2023, 2024

### ***Merrimack College***

Principles of Marketing (MKT 2205) Course Coordinator	2020—2022
Undergraduate Curriculum Committee, Faculty Senate	2020—2022
Graduate Curriculum Committee, Girard School of Business	2020—2022
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

### ***University of Manitoba***

Marketing research lab coordinator	2013—2014
Faculty Council (Graduate student representative)	2014—2017

## **STUDENT ADVISING**

---

### ***University of Ottawa***

MSc. Thesis committee member for Vanessa Tinlin	2024-2025
---	-----------

### ***New Mexico State University***

PhD Dissertation committee member for Xinyu Zhou	2022-2024
PhD Dissertation committee member for Ryan DeFronzo	2022-2024

PhD Dissertation committee member for Namra Hussain	2022-2024
<b>Merrimack College</b>	
Psychology Honours thesis advisor for Sarah Delaney	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 "Flow States and Emotional Arousal"	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)	2017-2022

## STUDENT RESEARCH PRESENTATIONS

---

Hardy M. & Lavoie, R. (2022). "Mental Fitness." *Research and Creative Achievement Conference*, Merrimack College, North Andover, MA. May.

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

---

Daniel's Fund Ethics Workshop, Santa Fe, NM	October 2024
---	--------------

Daniel's Fund Ethics Workshop, Santa Fe, NM	October 2023
Mental Health First Aid Certification, Merrimack College	January 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  
181 Freedman Crescent, Winnipeg, Manitoba, Canada R3T 5V4  
Tel: 204.474.7545  
Email: [Kelley.main@umanitoba.ca](mailto:Kelley.main@umanitoba.ca)

Dr. JoAndrea (Joey) Hoegg  
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  
Tel: 604.827.4541  
Email: [joey.hoegg@sauder.ubc.ca](mailto:joey.hoegg@sauder.ubc.ca)

Dr. Malcolm Smith  
Senior Scholar (Marketing)  
Asper School of Business, University of Manitoba  
181 Freedman Crescent, Winnipeg, Manitoba, Canada R3T 5V4  
Tel: 204.474.9484  
Email: [Malcolm.Smith@umanitoba.ca](mailto:Malcolm.Smith@umanitoba.ca)

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](mailto:Baer@wustl.edu)