

Raymond V. Lavoie

Assistant Professor of Marketing
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FACULTY APPOINTMENTS

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

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

Flow States
Consumer Wellbeing
Technology and Consumption

PEER-REVIEWED PUBLICATIONS

Peer-Reviewed Publications: 10
Cited by (Google Scholar): 541

Lavoie, R., Baer, M. & Rouse, E. (2025). Group flow: A theory of group member interactions in the moment and over time. *Academy of Management Review*, 50(3), 493-518. (Lead article).

JIF: 13.9, 5-Year IF: 19.3, ABDC Rating: A, FT-50

*Citation count: 9

*Featured in WorkTies & AOM Insights

Lavoie, R., & Main, K. (2024). What happens when flow ends? How and why your creativity is limited after a flow experience. *Current Psychology*, 43, 32128 - 32142.

*JIF: 2.6, 5-Year IF: 2.9, ABDC Rating: N/A

*Citation count: 5

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

*JIF: 8.9, 5-Year IF: 10.6, ABDC Rating: A

*Citation count: 41

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.

JIF: 5.1, 5-Year IF: 6.4, ABDC Rating: A

*Citation count: 29

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

*JIF: 2.5, 5-Year IF: 4.2, ABDC Rating: A

*Citation count: 62

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.

JIF: 8.6, 5-Year IF: 11.6, ABDC Rating: A

*Citation count: 22

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.

*JIF: 5.0, 5-Year IF: 6.6, ABDC Rating: N/A

*Citation count: 294

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

*JIF: 0.9, 5-Year IF: N/A, ABDC Rating: B

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

*Citation count: 14

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

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

*JIF: 9.1, 5-Year IF: 8.9, ABDC Rating: A

*Citation count: 20

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.

*JIF: 1.5, 5-Year IF: 1.2, ABDC Rating: B

*Citation count: 38

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. Invited for a third round of review at the *Academy of Management Annals*.

JIF: 16.5, 5-Year IF: 26.9, ABDC Rating: A

MANUSCRIPTS NEARING SUBMISSION

Lavoie, R., Akdevelioglu, D., & Hoegg, J. Healthy Competition: Competitive Consumption Experiences That Improve or Impair Wellbeing. Finalizing manuscript for the *Journal of the Academy of Marketing Science*. Expected submission February 2026.

JIF: 6.1, 5-Year IF: 6.2, ABDC Rating: A, FT-50

Lavoie, R., Steele, P., Hendijani, R., & Ferris, L. 50 Years of Flow: A Meta-Analysis of Flow’s Antecedents. Preparing manuscript for *Psychological Bulletin*. Expected submission March 2026.

JIF: 19.8, 5-Year IF: 28.5, ABDC Rating: A

Lavoie, R. & Graul, A. Instructor Playfulness and Student Outcomes in Business Education: The Mediating Roles of Identity Development and Flow. Finalizing manuscript for the *Academy of Management Learning & Education*. Expected submission April 2026.

JIF: 5.2, 5-Year IF: 6.0, ABDC Rating: A

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-investigator 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) 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.	2023 2017—2022 \$130,362
Faculty Development Grant, Merrimack College (\$500)	2019
Provost Innovation Fund, Merrimack College (\$15,300) <i>"Visual Attention in Flow"</i> Co-investigator: Michael Stroud (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	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: 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

RESEARCH COLLABORATORS

Duygu Akdevelioglu, *Associate Professor of Marketing*, Roger Williams University, USA

Markus Baer, *Professor of Organizational Behavior*, Washington University in St. Louis, USA

Namita Bhatnagar, *Professor of Marketing*, University of Manitoba, CANADA

Giovanna Del Sordo, *Postdoctoral Research Fellow in Cognitive Psychology*, New Mexico State University, USA

Lance Ferris, *Professor of Organizational Behavior*, University of Ottawa, CANADA

Wenxia Guo, *Professor of Marketing*, Acadia University, CANADA

Antje Graul, *Associate Professor of Marketing*, Utah State University, USA

Rosa Hendijani, *Associate Professor of Management*, University of Tehran, IRAN

Joey Hoegg, *Professor Emeritus (Marketing)*, University of British Columbia, CANADA

Michael Hout, *Professor of Psychology*, New Mexico State University, USA

Keri Kettle, *Associate Professor of Marketing*, University of Ottawa, CANADA

Nazanin Khaksari, *PhD Candidate (Marketing)*, University of Manitoba, CANADA

Kelley Main, *Professor of Marketing*, University of Manitoba, CANADA

Trang Mai-McManus, *Assistant Professor of Marketing*, Cape Breton University, CANADA

Ravi Mehta, *Professor of Marketing*, University of Illinois Urbana Champaign, USA

Elizabeth (Bess) Rouse, *Associate Professor of Organizational Behavior*, Boston College, USA

Malcolm Smith, *Senior Scholar (Marketing)*, University of Manitoba, CANADA

Laura Spitzer, *Professor of Music*, New Mexico State University, USA

Piers Steele, *Professor of Organizational Behavior*, University of Calgary, CANADA

Michael Stroud, *Professor of Psychology*, Merrimack College, USA

Anastasia Stuart-Edwards, *Associate Professor of Organizational Behavior*, University of Lethbridge, CANADA

Lidan Xu, *Associate Professor of Marketing*, University of North Texas, USA

Eric Zheng, *Associate Professor of Marketing*, Merrimack College, USA

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.

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

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

Healthy Competition: Competitive Experiences That Improve or Impair Wellbeing.

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

Working paper presented at the Positive Organizational Scholarship (POS) Research Conference, Ann Arbor Michigan, June 2022. With Markus Baer and Bess Rouse.

Optimizing Product Trials by Eliciting Flow States: The Enabling Roles of Curiosity, Openness, and Information Valence.

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

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

Working paper presented at the Rupert's Land Consumer Behavior Symposium, Saskatoon, Saskatchewan, Canada, May 2016. With Kelley Main.

What happens when flow ends? How and why your creativity is limited after a flow experience.

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

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.

Working paper presented at the Alberta Gambling Research Institute Annual Conference, Banff, Alberta, April 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.

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

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

Chaos and Flow.

Conceptual framework presented at the Consumer Behavior Symposium in Winnipeg, Manitoba, Canada, May 2018.

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.

Employee Reactions to Pre-Service Tipping and Compliments

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

Working 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.

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

Working 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.

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

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

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

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.

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

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.

Writing and Creativity.

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

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. *Best paper award.

Affective Commitment: A Matter of Identity.

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

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

Group Flow.
Organization Development Network
Washington, D.C.

April 2026

The Pursuit of Happiness. July 2025
 Guest Lecture for SHAD highschool program and Consumer behavior undergraduate class
Asper School of Business, Winnipeg, Canada.

Achieving Flow in Sales. July 2023
 Employee education program, *Vantage Marketing, Montreal, Canada.*

Achieving 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 Research, Consumer Wellbeing, Marketing Management, Principles of Marketing

TEACHING EXPERIENCE

Courses Taught at the *University of Ottawa*

Consumer Behavior, ADM 3321 (Undergraduate)

Winter 2025 Avg. Teacher Rating: **4.96/5**

Fall 2024 Avg. Teacher Rating: **4.94/5**

Marketing, ADM 2320 (Undergraduate, Online)

Spring 2026 Avg. Teacher Rating: **TBA/5**



Courses Taught at **New Mexico State University**

*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 (Undergraduate)

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

Spring 2023 (Online)

Fall 2022 (Two sections in person)

Graduate Courses Taught at **Merrimack College**



Master of Science in Management (MSM)

Innovation and Trends in Marketing, MKT5310 (MSM)

Fall 2021 (Online)

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

Fall 2020 (Online)

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

Marketing Management, MKT5160 (MSM)

Fall 2019 (Online)

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

Concepts of Marketing, MKT 5050 (MSM)

Fall 2021 (Online)

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

Summer 2021 (Online)

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

Fall 2020 (Online)

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

Undergraduate Courses Taught at **Merrimack College**

Digital Marketing, MKT4900 (Undergraduate)

Spring 2022

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

Consumer Behavior, MKT3355 (Undergraduate)

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 (Undergraduate)

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

Marketing and Consumer Wellbeing, MKT4800 (Undergraduate)

Spring 2022	Directed Study (two students)
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Advanced Marketing Research, MKT4800 (Undergraduate)

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

Principles of Marketing, BUS2205 (Undergraduate)

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

Courses Taught at the **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

Managing Innovation, GMGT7030 (Guest Lecture), MBA program

Summer 2016	Lecture on group flow/ group creativity
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PROFESSIONAL EXPERIENCE

Vice President, Higher Learning Foundation 2016—2025
 Registered charity, fostering mental wellbeing through innovative mental fitness programming
 -I helped create our programming and managed business development

Marketing Consultant 2014—2019
 -Helped bring various virtual and augmented reality applications to market through marketing research, forecasting and marketing strategy
 -Developed 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—2025
Society for Consumer Psychology	2014—2025
Association for Marketing Theory and Practice	2024—2025
Motivation and Emotion	2021—2024
Association for Consumer Research	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 Steering Committee	2024—Current
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*Along with co-chairs Keri Kettle and Leila Hamazoui, we started this unit and organize our yearly Fall and Spring conferences, which feature a full day of presentations and meals. We are in our second year, and we have had Americus Reed (University of Pennsylvania), L.J. Shrum (HEC Paris), Avni Shah (University of Toronto), Karl Aquino (University of British Columbia), Claudia Townsend (University of Miami), Rod Duclos (Western University) and Onur Bodur (Concordia University) present their research.

New Mexico State University

Consumer Behavior Research Lab Coordinator	2023—2024
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Diversity Equity & Inclusion Committee, Faculty Senate	2023—2024
Faculty Hiring Committee (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

PhD Co-supervisor of Konain Qurban	2025—Present
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
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Merrimack College

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	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

MPlus, SEM workshop (by Yifan Song), University of Manitoba	November 2025
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