

Dr. Antonia Mantonakis

CV

Mailing Address:

Goodman School of Business
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Email: antonia.mantonakis@brocku.ca**Website:** www.antoniamantonakis.com**Socials:** [@TheWinePsychologist](https://www.instagram.com/TheWinePsychologist)

CURRENT POSITIONS

- July 2006- Goodman School of Business, Brock University, Niagara, Canada
Professor of Marketing and Consumer Psychology (July 2019 – present)
Associate Professor of Marketing (July, 2011 – June, 2019)
Assistant Professor of Marketing (July, 2006 – June, 2011)
- October 2008- Cool Climate Oenology and Viticulture Institute (CCOVI)
Fellow

PREVIOUS POSITIONS

- May 2007-Mar 2018 Consumer Perception and Cognition Laboratory
Co-Founder (with Isabelle Lesschaeve)
- Apr 2007-Mar 2017 Department of Psychology, Brock University, Niagara, Canada
Associate Faculty/Affiliate
- May 2007-Mar 2017 Consumer Laboratory (online); www.consumerlaboratory.ca
Director, Co-Founder (with Isabelle Lesschaeve)
- Oct 2008-Sept 2015 Vineland Research and Innovation Center
Associate Research Fellow,
Consumer Insights and Product Innovation
- March-Sept 2009 Columbia University, Marketing, Graduate School of Business USA
Visiting Scholar
- Aug 2008 ChimpAgency, Canada
Visiting Professor
- Aug-Sept 2007 Thammasat University, Bangkok, Thailand

Visiting Professor

- Mar-June 2006 Booth School of Business, University of Chicago, USA
Visiting Scholar; Kilts Fellow
- Jan-Apr 2005 Psychology, Simon Fraser University, Burnaby, Canada
Instructor
- Jan 2004-Apr 2005 Psychology, Douglas College, New Westminster, Canada
Instructor
- Jan 2004-Apr 2005 Psychology, Capilano University, North Vancouver, Canada
Instructor

EDUCATION and TRAINING

- Nov 2013 Harvard Business School, HBS Publishing
Participant-Centered Teaching
- Nov 2011 Harvard Business School, HBS Publishing
Case Method Teaching
- Sept 2002-Feb 2006 Simon Fraser University, Burnaby, Canada
PhD, Experimental Psychology: Cognitive Psychology, Advisor: Bruce W. A. Whittlesea
- Sept 2000-Aug 2002 Simon Fraser University, Burnaby, Canada
MA, Experimental Psychology: Cognitive Psychology, Advisor: Bruce W. A. Whittlesea
- Sept 1996-June 2000 University of Toronto, Toronto, Canada
BSc (Honours) in Psychology, Major in Sociology;
Graduated with the Highest Distinction; Dean's List

RESEARCH GRANTS

- Source: Social Sciences and Humanities Research Council of Canada (SSHRC)
Type: Insight Grant \$96,917
Project: "Feeding the Economic Recovery: Using Social Media Content to Predict Resilience in Canada's Foodservice Sector"
Role: Collaborator with Matthew Philp (PI)
Dates: April 1, 2023 – March 31, 2028

Source:	Brock VPR	
Type:	Research Initiative Award (RIA)	\$7,000
Dates:	May 1, 2020 – April 20, 2021	
Source:	Goodman School of Business, Dean's Office	
Type:	Goodman Seed Grant	\$2,000
Dates:	May 1, 2020 – April 20, 2021	
Source:	Brock VPR	
Type:	Research Initiative Award (RIA)	\$2,000
Dates:	May 1, 2019 – April 20, 2020	
Source:	Social Sciences and Humanities Research Council of Canada (SSHRC)	
Type:	Insight Grant	\$79,226
Project:	"Positioning on place: When does place of origin versus local identity drive consumer response?"	
Role:	PI	
Dates:	April 1, 2012 – March 31, 2015	
Source:	Canadian Foundation for Innovation (CFI)	
Type:	Infrastructure Operating Fund (IOF)	\$20,677
Dates:	April 1, 2010 – March 31, 2015	
Source:	Natural Sciences and Engineering Research Council of Canada (NSERC)	
Type:	Discovery Grant	\$78,725
Project:	"Inference and attribution in memory and memory-based choice decisions"	
Role:	PI	
Dates:	April 1, 2007 – March 31, 2012	
Source:	Social Sciences and Humanities Research Council of Canada (SSHRC)	
Type:	Standard Research Grant	\$68,574
Project:	"The heuristic basis of consumer choice and brand preferences"	
Role:	PI	
Dates:	April 1, 2007 – March 31, 2010	
Source:	Brock University	
Type:	SSHRC Seed Grant	\$3,025
Project:	"Comparative Marketing: Effects of Mindshare on Memory"	
Dates:	December 1, 2006 – November 30, 2007	
Source:	Brock University	
Type:	NSERC Research Capacity Development Grant	\$20,000
Project:	"Inference and attribution in memory and memory-based choice decisions"	
Dates:	November 1, 2006 – June 30, 2007	

AWARDS and HONOURS

- 2023 Runner up of 2023's Top, PR, Marketing and Communications Professors and Instructors for [Marketing News Canada](#)
- 2015 Honourable mention, Best Paper Award, *Canadian Journal of Administrative Sciences*
- 2015 Outstanding reviewer, *Acta Psychologica*
- 2014 [Beta Gamma Sigma](#) inductee
- 2007 First to be awarded two Canadian Tri-Council research grants (national competition; NSERC + SSHRC) as a new Assistant Professor
- 2006 NSERC "University Faculty Award" (UFA) Nominee (national competition) *Brock University*
- 2006 James M. Kilts Fellowship
Marketing, Booth School of Business, University of Chicago
- 2006 SSHRC Travel Grant
Department of Psychology, Simon Fraser University (declined)
- 2005 University President's Ph.D. Research Award
Simon Fraser University
- 2005 Student Conference Travel Award
American Psychological Society
- 2001-2005 Graduate Fellowship and Graduate Scholarship
Department of Psychology, Simon Fraser University
- 2001-2005 Student Conference Travel Award
Department of Psychology, Simon Fraser University
- 2004 NSERC Travel Grant
Department of Psychology, Simon Fraser University
- 2000 NSERC Undergraduate Student Research Award
Division of Life Sciences, University of Toronto at Scarborough
- 1999 **"Athlete of the Year"**, Dickinson Award
University of Toronto

- 1998 John D. Schultz Science Scholarship
The Heart and Stroke Foundation of Ontario, and the University of Toronto
- 1998 Golden Key International Honour Society
University of Toronto Chapter

PEER REVIEWED JOURNAL ARTICLES

- Kettle, Keri and Antonia **Mantonakis** (2024), "Look for the Signature: Using personal signatures as extrinsic cues promotes identity-congruent behavior," *Journal of Business Research*, 170.
- Green, Todd, John Peloza, Antonia **Mantonakis** and Jingzhi Shang (2022), "It Leaves a Bad Taste in your Mouth: How Corporate Social Irresponsibility Impacts Consumption Experiences," *Canadian Journal of Administrative Studies*, 40(2), 126-139.
- Philp, Matthew and Antonia **Mantonakis** (2020), "Guiding the Consumer Evaluation Process and the Probability of Order-Effects-In-Choice," *Journal of Business Research*, 112, 13-22.
- Quigley-McBride, Adele, Gregory G. Franco, Daniel B. McLaren, Antonia **Mantonakis**, and Maryanne Garry (2018), "In the Real World, People Prefer their Last Whisky When Tasting Options in a Long Sequence," *PLoS ONE*, 13(8).
- Spielmann Nathalie, and Antonia **Mantonakis** (2018), "In Virtuo: How User-Driven Interactivity in Virtual Tours Leads to Attitude Change," *Journal of Business Research*, 88, 255-264.
- Cardwell, Brittany A., Eryn J. Newman, Maryanne Garry, Antonia **Mantonakis**, and Randi Beckett (2017), "Photos that Increase Feelings of Learning Promote Positive Evaluations," *Journal of Experimental Psychology: Learning, Memory and Cognition*, 43(6), 944-954.
- Hafer, Carolyn L., Antonia **Mantonakis**, Regan Fitzgerald, and Anthony F. Bogart (2017), "The Effectiveness of Deservingness-Based Advertising Messages: The Role of Product Knowledge and Belief in a Just World," *Canadian Journal of Administrative Sciences / Revue Canadienne des Sciences de l'Administration*, 35, 34-46.
- Mantonakis**, Antonia, Norbert Schwarz, Amanda Wudarzewski, and Carolyn Yoon (2017), "Malleability of Taste Perception: Biasing Effects of Rating Scale Format on Taste Recognition, Product Evaluation, and Willingness to Pay," *Marketing Letters*, 28(2), 293-303.

Bhargave, Rajesh, Antonia **Mantonakis**, and Katherine White (2016), "The Cue-of-the Cloud Effect: When Reminders of Online Information Availability Increase Purchase Intentions and Choice," *Journal of Marketing Research*, 52(5), 699-711.

Walsh, Darlene, Antonia **Mantonakis**, and Steve Joordens (2015), "Is 'Getting Started' an Effective Way for People to Overcome the Depletion Effect?" *Canadian Journal of Administrative Studies*, 32 (1), 47-57.+

+Nominated for Best Paper Award; Received Honourable Mention

Clemente, Sarah, Eric Dolansky, Antonia **Mantonakis**, and Katherine White (2014), "The Effects of Perceived Product-Extrinsic Cue Incongruity on Consumption Experiences: The Case of Celebrity Sponsorship," *Marketing Letters*, 25(4), 373-384.

Joordens, Steve, Darlene Walsh, and Antonia **Mantonakis** (2013), "Intelligence as it relates to Conscious and Unconscious Influences," *Canadian Journal of Experimental Psychology*, 67(3), 165-174.

Mantonakis, Antonia, Bryan Galiffi, Ummugulsum Aysan, and Randi Beckett (2013), "The Effects of the Metacognitive Cue of Fluency on Evaluations about Taste Perception," *Psychology*, 4(3A), 318-324.

Mantonakis, Antonia, Amanda Wudarzewski, Daniel M. Bernstein, Seema L. Clifasefi, and Elizabeth F. Loftus (2013), "False Beliefs can Shape Current Consumption patterns," *Psychology*, 4 (3A), 302-308.

Clifasefi, Seema L., Daniel M. Bernstein, Antonia **Mantonakis**, and Elizabeth F. Loftus (2013), 'Queasy does it': False alcohol beliefs and memories lead to diminished alcohol preferences," *Acta Psychologica*, 143, 14-19.

Mantonakis, Antonia (2012), "A Brief Pause between a Tagline and Brand Increases Brand Name Recognition and Preference," *Applied Cognitive Psychology*, 26, 61-69.

Mantonakis, Antonia, Pauline Rodero, Isabelle Lesschaeve, and Reid Hastie (2009), "Order in Choice: Effects of Serial Position on Preferences," *Psychological Science*, 20(11), 1309-1312. *

* **LEAD ARTICLE**, highly cited, including in various textbooks and popular press books.

Kronlund (Mantonakis), Antonia and Bruce W. A. Whittlesea (2006), "Remembering after a Perception of Discrepancy: Out with the Old, in with the Two," *Journal of Experimental Psychology: Learning, Memory, and Cognition*, 32 (5), 1174-1184.

Kronlund (Mantonakis), Antonia and Daniel M. Bernstein (2006), "Unscrambling Words Increases Brand Name Recognition and Preference," *Applied Cognitive Psychology*, 20 (5), 681-687.

Bors, Douglas, A. Francois Vigneau et Antonia **Kronlund (Mantonakis)** (2006), "L'Anxiété Face aux Examens: Dimensionnalité, Similitudes et Différences chez les Etudiants Universitaires," *Canadian Journal of Behavioural Science*, 38 (2), 176-184.

Kronlund (Mantonakis), Antonia and Bruce W. A. Whittlesea (2005), "Seeing Double: Levels of Processing can cause False Memory," *Canadian Journal of Experimental Psychology*, 59 (1), 11-16.

PEER REVIEWED BOOK CHAPTERS

Mantonakis, Antonia, Daniel M. Bernstein and Elizabeth F. Loftus (2011), "Attributions of Fluency: Familiarity, Preference, and the Senses," in P. A. Higham and J. P. Leboe (Eds.), *Constructions of Remembering and Metacognition: Essays in Honor of Bruce Whittlesea*. Basingstoke: Palgrave MacMillan (pp. 40-50).

Mantonakis, Antonia, and Reid Hastie (2011), "Surprising Fluency: Bruce Whittlesea's Contributions to our Understanding of Fundamental Cognitive Processes," in P. A. Higham and J. P. Leboe (Eds.), *Constructions of Remembering and Metacognition: Essays in Honor of Bruce Whittlesea*. Basingstoke: Palgrave MacMillan (pp. 201-214).

Mantonakis, Antonia, Bruce W. A. Whittlesea and Carolyn Yoon (2008), "Consumer Memory, Fluency, and Familiarity," in *the Handbook of Consumer Psychology*, eds. Haugtvedt, Herr, and Kardes, Lawrence Erlbaum Associates (pp. 77-102).

PEER REVIEWED CONFERENCE PRESENTATIONS

Scholz, Joachim, Antonia **Mantonakis** and Jacob Gigliotti (July, 2023), "Storytelling on Instagram: How Brands Create Epic Stories One Image at a Time." Academy of Wine Business Research Conference, Wolfville, NS.

Scholz, Joachim, Antonia **Mantonakis** and Jacob Gigliotti (June, 2023), "Storytelling on Instagram: How Brands Create Epic Stories One Image at a Time." Consumer Culture Theory Conference, Lund, Sweden.

Scholz, Joachim, Antonia **Mantonakis** and Jacob Gigliotti (February, 2023), "Storytelling on Instagram: How Brands Create Epic Stories One Image at a Time." Winter AMA Conference, Nashville, TN.

Scholz, Joachim, Antonia **Mantonakis** and Jacob Gigliotti (July, 2022), “Storytelling on Instagram: How Wine Brands Create Epic Stories One Image at a Time.” International Cool Climate Wine Symposium, Brock University, Canada.

Kettle, Keri and Antonia **Mantonakis** (October, 2020), “Look for the Signature: Personal Signatures on Marketing Stimuli affect Preference.” Association for Consumer Research Conference, Paris, France (Virtual Conference).

Philp, Matthew, and Antonia **Mantonakis** (October, 2019), ““How do you like that one”? Or “Which do you like better”?: Being Asked to Evaluate Options in Isolation or Pairwise and the Probability of Order-Effects-in-Choice.” Association for Consumer Research Conference, Atlanta, GA.

Spielmann, Nathalie, Antonia **Mantonakis**, Barry J. Babin, and Aikaterina Manthiou (October, 2016), “The Telepresence Effect: Changing Attitudes via Virtual Tours in Marketing Communications.” Association for Consumer Research Conference, Berlin, Germany.

Spielmann, Nathalie, Aikaterini Manthiou, Barry J. Babin, and Antonia **Mantonakis** (February, 2016), “Take Me There, I’ll Like the Product More.” Academy of Wine Business Research Conference, Adelaide, Australia.

Bhargave, Rajesh, Antonia **Mantonakis**, and Katherine White (October, 2015), “The Cue-of-the-Cloud Effect: When Cues of Online Information Availability Increase Purchase Intentions and Choice.” Association for Consumer Research Conference, New Orleans, LA.

Mantonakis, Antonia, Norbert Schwarz, Amanda Wudarzewski, and Carolyn Yoon (October, 2015), “Malleability of Taste Perception: Biasing Effects of Rating Scale Format on Taste Recognition, Product Evaluation, and Willingness to Pay,” Association for Consumer Research Conference, New Orleans, LA.

Bhargave, Rajesh, Antonia **Mantonakis**, and Katherine White (2015, February), “The Cue-of-the-Cloud Effect: When Cues of Online Information Availability Increase Purchase Intentions and Choice.” Society for Consumer Psychology Conference, Phoenix, AZ.

Mantonakis, Antonia, Brittany Cardwell, Randi Beckett, Eryn Newman, and Maryanne Garry (2014, June), “The Mere Presence of a Photo on a Product Label can change Taste Perception.” Academy of Wine Business Research Conference, Geisenheim, Germany.

Szolnoki, Gergely, Dimitri Taits, Carsten Hoffmann, Ruth Ludwig, Liz Thach, Rebecca Dolan, Steve Goodman, Cullen Habel, Sharon Forbes, Nicola Marinelli, Damien Wilson, Antonia **Mantonakis**, Philip Zawada, Zoltan Szabo, Ildiko Csak, Caroline Ritchie, Su Birch, and Siobhan Thompson (2014, June), “A Cross-Cultural

Comparison of Social Media Usage in the Wine Business.” Academy of Wine Business Research Conference, Geisenheim, Germany.

Kettle, Keri, L., and Antonia **Mantonakis** (2014, March), “Look for the Signature: How the Infusion of Personal Signatures Affects Product Evaluations and Purchase Behaviour.” Society for Consumer Psychology Conference, Miami, FL.

Bhargave, R., Antonia **Mantonakis**, and Katherine White (2014, March), “The Cloud That Rains Information: Accessibility on the Internet Impacts How Consumers Process Marketplace Information.” Society for Consumer Psychology Conference, Miami, FL.

Philp, Matthew, Antonia **Mantonakis**, and Reid Hastie (2013, October), “The Impact of Sequence Disruptions on Order Effects in Choice: A Script Theoretical Perspective.” Association for Consumer Research Conference, Chicago, IL.

Mantonakis, Antonia and Keri Kettle (2013, September), “Look for the Signature: Personal Signatures as a Cue for Quality,” Enometrics Conference, Talca, Chile.

Kettle, Keri and Antonia **Mantonakis** (2013, June), “Look for the Signature: Personal Signatures as a Cue for Quality,” Academy of Wine Business Research Conference, Niagara, ON.

Clemente, Sarah, Dolansky, Eric, **Mantonakis**, Antonia, and White, Katherine (2013, June), “The Effects of Perceived Product-Association Incongruity on Consumption Experiences.” Academy of Wine Business Research Conference, Niagara, ON.

Bhargave, Rajesh and Antonia **Mantonakis** (2012, October), “Memories Jogging at High Intensity: The Effect of Recollecting Past Hedonic Experiences on their Retrospective Evaluations.” Association for Consumer Research, Vancouver, BC.

Clemente, Sarah, Dolansky, Eric, **Mantonakis**, Antonia, and White, Katherine (2012, October), “The Effects of Perceived Product-Association Incongruity on Consumption Experiences.” Association for Consumer Research, Vancouver, BC.

Mantonakis, Antonia, Bryan Galiffi, and Randi Beckett (2012, May), “Ease of Processing a Product Name Affects Taste Perception,” Association for Psychological Science, Chicago, IL.

Clemente, Sarah, Dolansky, Eric, **Mantonakis**, Antonia, and White, Katherine (2012, February), “The Effects of Perceived Product-Association Incongruity on Consumption Experiences.” Society for Consumer Psychology Conference, Las Vegas, NV.

Mantonakis, Antonia, Kirk Stokes, and Daniel M. Bernstein (2011, June), "Solving Puzzles leads to Increased Brand Preference." Society for Applied Research in Memory and Cognition Conference, New York, NY.

Mantonakis, Antonia and Bryan Galiffi (2011, June), "Does the Fluency of a Winery Name affect Taste Perception?" Academy of Wine Business Research International Conference, Bordeaux, France.

Mantonakis, Antonia, Matthew Philp, Isabelle Lesschaeve, and Reid Hastie (2011, June), "Consumer Evaluation and Decision Process when Engaging in a Sequential Sampling Scenario," Academy of Wine Business Research International Conference, Bordeaux, France.

Mantonakis, Antonia (2011, May), "A Brief Pause between a Tagline and Brand Increases Brand Name Recognition and Preference," La Londe Conference on Marketing Communications and Consumer Behavior, La Londe les Maures, France.

Mantonakis, Antonia, Norbert Schwarz, Amanda Wudarzewski, and Carolyn Yoon (2010, February), "How the Numbers in your Rating Scale influence Taste Perception and Willingness to Pay," Society for Consumer Psychology Conference, Tampa, FL.

Wudarzewski, Amanda, Antonia **Mantonakis**, Daniel M. Bernstein, Seema Clifasefi, and Elizabeth F. Loftus (2009, November), "False Past Experiences can Shape Current Preferences," Society for Judgment and Decision Making Conference, Boston, MA.

Mantonakis, Antonia, Pauline Roderer, Isabelle Lesschaeve, and Reid Hastie (2009, October), "Order in Choice: Effects of Serial Position on Preferences," North American Association for Consumer Research Conference, Pittsburg, PA.

Mantonakis, Antonia, Norbert Schwarz, Amanda Wudarzewski, and Carolyn Yoon (2009, October), "How the Numbers in your Rating Scale Influence Taste Perception and Willingness to Pay," North American Association for Consumer Research Conference, Pittsburg, PA.

Hodson, Gordon, Richard J. Crisp, and Antonia **Mantonakis** (2009, September), "(False) confidence in previous intergroup contact: From intuitions about personal contact to prejudice intervention," British Psychological Society Social Section Conference, Leeds, UK.

Appleton-Knapp, Sara and Antonia **Mantonakis** (2009, January), "Implications of the Relationship between Retrieval Strength and Storage Strength in a Comparative

Advertising Context,” Asia-Pacific Association for Consumer Research Conference, Hyderabad, India.

Mantonakis, Antonia and Carolyn Yoon (2009, January), “The Effects of Conceptual Priming on Stimulus-Based Choice,” Asia-Pacific Association for Consumer Research Conference, Hyderabad, India.

Hughes, Andrea and Antonia **Mantonakis** (2008, October), “Forgetting without Inhibition: A Resource Depletion Account of Retrieval-Induced Forgetting,” North American Association for Consumer Research Conference, San Francisco, CA.

Stokes, Kirk, Antonia **Mantonakis**, and Daniel M. Bernstein (2008, February), “A Perceptual-Discrepancy Account of Increased Memory and Preference for Brands,” Society for Consumer Psychology, New Orleans, LA.

Walsh, Darlene and Antonia **Mantonakis** (2008, October), “At What Stage of Process does Depletion Hurt the Most?” North American Association for Consumer Research Conference, San Francisco, CA.

Wudarzewski, Amanda, Antonia **Mantonakis**, Seema Clifasefi, Daniel M. Bernstein, and Elizabeth F. Loftus (2008, October), “Remembering Taste: Constructed Preferences from Suggestion,” North American Association for Consumer Research Conference, San Francisco, CA.

Wudarzewski, Amanda, Antonia **Mantonakis**, Seema Clifasefi, Daniel M. Bernstein, and Elizabeth F. Loftus (2008, February), “Remembering Taste: Constructed Preferences from Suggestion,” Society for Consumer Psychology, New Orleans, LA.

Kronlund (Mantonakis), Antonia and Bruce W. A. Whittlesea (2007, October), “Remembering Words and Brand Names after a Perception of Discrepancy,” North American Association for Consumer Research Conference, Memphis, TN.

Wudarzewski, Amanda, Antonia **Kronlund (Mantonakis)**, Seema Clifasefi, Daniel M. Bernstein, and Elizabeth F. Loftus (2007, June), “Remembering the Taste of the Wine: Constructed Wine Preferences from Suggestion,” Bacchus: An International Interdisciplinary Conference on Wine, Brock University, St. Catharines, ON, Canada.

Kronlund (Mantonakis), Antonia and Daniel M. Bernstein (2006, July), “Unscrambling Words increases Brand Name Preference, but does Preference depend on Brand Name Recognition,” ICOM-4, Sydney, Australia.

Kronlund (Mantonakis), Antonia and Leanne Wagner (2006, July), “False Memories of Major Brand Names: Influencing Choice,” International Conference on Memory (ICOM-4), Sydney, Australia.

Kronlund (Mantonakis), Antonia, Carolyn Yoon, and Leanne Wagner (2006, September), "Consumer Consideration Sets: Altering Memory, Brand Evaluations, and Choice," North American Association for Consumer Research Conference, Orlando, FL.

POSTER PRESENTATIONS & OTHER CONFERENCE PROCEEDINGS (since 2006)

Hafer, Carolyn, Antonia **Mantonakis**, Regan Fitzgerald and Anthony F. Bogaert (2015, October), "The Effectiveness of Deservingness-Based Advertising Messages: The Role of Product Knowledge and Belief in a Just World." Association for Consumer Research Conference, New Orleans, LA.

Hafer, Carolyn, Antonia **Mantonakis**, and Regan Fitzgerald (2014, June), "Consumer Motivation and Belief in a Just World: Comparing the Effectiveness of Hedonic, Utilitarian, and Deservingness Advertising Messages." Biennial Meeting of the International Society for Justice Research, New York, NY.

Mantonakis, Antonia and Keri L. Kettle (2014, May), "Look for the Signature: Personal Signatures as a Cue for Quality," Southern Ontario Behavioural Decision Research (SOBDR) Conference, Guelph, ON.

Mantonakis, Antonia and Keri L. Kettle (2014, February), "Look for the Signature: Personal Signatures as a Cue for Quality," Brock University Research Celebration, St. Catharines, ON.

Mantonakis, Antonia and Keri L. Kettle (2014, January), "Look for the Signature: Personal Signatures as a Cue for Quality," Consumer Behaviour Research Camp, Ivey School of Business, London, ON, Canada.

Beckett, Randi, Brittany Cardwell, Antonia **Mantonakis**, Eryn Newman, and Maryanne Garry (2013, November), "The Mere Presence of a Photo on a Product Label Can Change Taste Perception," Psychonomic Society Annual Meeting, Toronto, ON.

Kettle, Keri, L., and Antonia **Mantonakis** (2013, November), "Look for the Signature: Personal Signatures as a Cue for Quality," Annual Meeting of the Society for Judgment and Decision Making, Toronto, ON.

Fitzgerald, Regan, Carolyn Hafer, and Antonia **Mantonakis**, (2013, May), "Comparing the Effectiveness of Hedonic, Utilitarian, and Deservingness Advertising Messages," Southern Ontario Behavioural Decision Research (SOBDR) Conference, Kitchener, ON.

Beckett, Randi, Brittany Cardwell, Antonia **Mantonakis**, Eryn Newman, and Maryanne Garry (2013, May), "The Mere Presence of a Photo on a Product Label Can

Change Taste Perception,” Southern Ontario Behavioural Decision Research (SOBDR) Conference, Kitchener, ON.

Beckett, Randi, Antonia **Mantonakis**, and Bryan Galiffi (2012), “The Metacognitive Cue of Fluency and Taste Perception.” Southern Ontario Behavioural Decision Research (SOBDR) Conference, Waterloo, ON.

Clemente, Sarah, Eric Dolansky, Antonia **Mantonakis**, and Katherine White (2012), “The Effects of Perceived Product-Association Incongruity on Consumption Experiences.” Southern Ontario Behavioural Decision Research (SOBDR) Conference, Waterloo, ON.

Philp, Matthew, Antonia **Mantonakis**, Isabelle Lesschaeve, and Reid Hastie (2011), “Decision Process of Serial Position Effects in Choice,” presented at the Southern Ontario Behavioural Decision Research Conference, Toronto, ON.

Wudarzsewski, Amanda, Antonia **Mantonakis**, Daniel M. Bernstein, Seema Clifasefi, and Elizabeth F. Loftus (2009, November), “False Past Experiences can Shape Current Preferences,” Annual Meeting of the Society for Judgment and Decision Making, Boston, MA.

Aysan, Ummugulsum, Darlene Walsh and Antonia **Mantonakis** (2009, May), “At What Stage of Process Does Depletion Hurt the Most?” Southern Ontario Behavioural Decision Research (SOBDR) Conference, St. Catharines, ON.

Howell, Jesse and Antonia **Mantonakis** (2009, May), “The Heuristic Basis of Consumer Choice,” SOBDR Conference, St. Catharines, ON.

Howell, Jesse and Antonia **Mantonakis** (2009, June), “The Heuristic Basis of Consumer Choice,” Connecting Minds National Undergraduate Research Conference in Psychology, Richmond, BC.

Rodero, Pauline, Antonia **Mantonakis**, Isabelle Lesschaeve, and Reid Hastie (2009, May), “Order In Choice: Effects of Serial Position on Preferences,” SOBDR Conference, St. Catharines, ON.

Stokes, Kirk A., Antonia **Mantonakis**, and Daniel M. Bernstein (2009, May), “A Signal-Detection Account of the Revelation Effect,” SOBDR Conference, St. Catharines, ON.

Wudarzewski, Amanda, Antonia **Mantonakis**, Norbert Schwarz, and Carolyn Yoon (2009, May), “How the Numbers on your Rating Scale Influence Perception and Willingness to Pay,” SOBDR Conference, St. Catharines, ON.

Rodero, Pauline, Antonia **Mantonakis**, Isabelle Lesschaeve, and Reid Hastie (2009, March), "Order In Choice: Effects of Serial Position on Preferences," Mapping of New Knowledge Conference, Brock University, St. Catharines, ON.

Mantonakis, Antonia and Carolyn Yoon (2008, May), "The Effects of Conceptual Priming on Stimulus-Based Choice," SOBDR Conference, Waterloo, ON.

Stokes, Kirk, Antonia **Mantonakis**, and Daniel M. Bernstein (2008, June), "A Perceptual-Discrepancy Account of Increased Memory and Preference for Brands," Annual Meeting of the Canadian Society for Brain, Behaviour and Cognitive Science, London, ON, Canada.

Wudarzowski, Amanda, Antonia **Mantonakis**, Seema Clifasefi, Daniel M. Bernstein, and Elizabeth F. Loftus (2008, June), "Remembering Taste: Constructed Preferences from Suggestion," Annual Meeting of the Canadian Society for Brain, Behaviour and Cognitive Science, London, ON, Canada.

Wudarzowski, Amanda, Antonia **Mantonakis**, Seema Clifasefi, Daniel M. Bernstein, and Elizabeth F. Loftus (2008, May), "Remembering Taste: Constructed Preferences from Suggestion," Connecting Minds National Undergraduate Research Conference in Psychology, Richmond, BC.

Wudarzowski, Amanda, Antonia **Mantonakis**, Seema Clifasefi, Daniel M. Bernstein, and Elizabeth F. Loftus (2008, May), "Remembering Taste: Constructed Preferences from Suggestion," SOBDR Conference, Waterloo, ON.

Appleton-Knapp, Sara, and Antonia **Kronlund (Mantonakis)** (2007, November), "Remembering the Competition in Comparative Advertising," Psychonomic Society Annual Meeting, Long Beach, CA.

Hughes, Andrea D., Antonia **Kronlund (Mantonakis)**, and Bruce W. A. Whittlesea (2007, November), "Retrieval-Induced Forgetting: Inhibition or Interference?" Psychonomic Society Annual Meeting, Long Beach, CA.

Wudarzowski, Amanda, Antonia **Kronlund (Mantonakis)**, Seema Clifasefi, Daniel M. Bernstein, and Elizabeth F. Loftus (2007, July), "Remembering the Taste of the Wine: Constructed Wine Preferences from Suggestion," Society for Applied Research in Memory and Cognition, Bates College, Lewiston, ME.

Kronlund (Mantonakis), Antonia, and Andrea Hughes (2007, May), "Retrieval-Induced Forgetting in Brand Recall: Inhibition or Interference?" SOBDR Conference, Ivey School of Business, London, ON, Canada.

Kronlund (Mantonakis), Antonia, Carolyn Yoon, and Leanne Wagner (2007, January), "Illusory Recollection of High Share Brands: The Delineation of a Phenomenon of

Memory, but not Evaluation or Choice,” Mid-Northwestern Consumer Behaviour Winter Carnival Research Camp, Ivey School of Business, London, ON, Canada.

Ozubko, Jason, D., Antonia **Kronlund (Mantonakis)**, and Steve Joordens (2006, June), “Odd is Better: The Role of Distinctiveness and Recollection in Recognition Decisions,” Canadian Society for Brain Behaviour and Cognitive Science meeting, Saskatoon, SK.

INVITED SEMINARS, COLLOQUIA AND WORKSHOPS:

Mantonakis, Antonia (2022, November), Wine Marketing. Series as part of the Wine Business Certificate offering through the Goodman Group, 13th St. Winery, St. Catharines, ON.

Mantonakis, Antonia (2019, March), “The Consumer Psychology behind Wine Choices”, Public lecture broadcast on Live Webstream, Cool Climate Oenology and Viticulture Institute Lecture Series, Brock University. [View Presentation](#)

Mantonakis, Antonia (2018, May), “The Consumer Psychology of Wine,” The Royal Canadian Institute for Science’s “Science at the Roundhouse” annual dinner.

Mantonakis, Antonia (2016, February), “Social Media for Researchers,” Brock University.

Mantonakis, Antonia (2014, October), “The Influence of Subtle Label Changes on Consumer Perception and Behaviour,” Department of Marketing and Consumer Studies, University of Guelph.

Mantonakis, Antonia (2014, March), “Consumer Perception: The Influence of Subtle Label Changes on Consumer Behaviour.” Public lecture broadcast on Live Webstream, Cool Climate Oenology and Viticulture Institute Lecture Series, Brock University. [View Presentation](#)

Mantonakis, Antonia (2012, October), “What’s in a Wine Name?” Presentation to The Wine Science Project group in Honours Integrated Science Program, McMaster University.

Mantonakis, Antonia (2012, February), "What's in a Name – Does a Wine's Name Influence Consumer Taste Perception?" Public lecture broadcast on Live Webstream, Cool Climate Oenology and Viticulture Institute Lecture Series, Brock University, Canada.

Mantonakis, A. (2011, September), "Cognitive Biases in Taste-Related Judgments," Department of Psychology, University of Windsor.

Mantonakis, A. (2010, June), "Grape and Wine Workshop: Understanding Ontario Wine Consumers," Vineland Research and Innovation Center, Vineland, Canada.

Mantonakis, A. (2010, March). "Little Things that Make a Difference, But Shouldn't: Insights into Consumer Behaviour." Public lecture broadcast on Live Webstream, CCOVI Lecture Series, Brock University.

Mantonakis, A. (2009, March). "Little Things that Make a Difference, But Shouldn't: Insights into Consumer Choice." CCOVI Lecture Series, Brock University.

Mantonakis, A. (2007, December). "Consumer Memory, Fluency, and Familiarity." Marketing, Ross School of Business, University of Michigan.

Mantonakis, A. (2007, November). "Consumer Memory, Fluency, and Familiarity." Department of Psychology, Brock University.

Kronlund (Mantonakis), A., Joordens, S., Hockley, W. E., Siu, D., & Whittlesea, B. W. A. (2007, July). Phenomenal Aspects of Memory underlying the Mirror Effect. Memory Research Unit Conference, City University, London, UK.

Kronlund (Mantonakis), A. & Yoon, C. (2007, April). "Illusory Memory for High Share Brands." Department of Psychology, University of California, San Diego.

Kronlund (Mantonakis), A. & Yoon, C. (2007, April). "Illusory Memory for High Share Brands." Department of Marketing, College of Business Administration, San Diego State University.

Kronlund (Mantonakis), A. & Yoon, C. (2007, March). "Illusory Memory for High Share Brands." Department of Management, University of Toronto at Scarborough.

Kronlund (Mantonakis), A. (2006, July). Remembering after a Perception of Discrepancy. International Conference on Memory (ICOM-4), Sydney, Australia.

Kronlund (Mantonakis), A. (2006, May). "Illusions of Recognition and Preference of Brand Names." MOSAIC Lab (Douglas Medin), Department of Psychology, Northwestern University.

Kronlund (Mantonakis), A. (2006, May). "Remembering after a Perception of Discrepancy." KAMP, Department of Marketing, Kellogg School of Management, Northwestern University.

Kronlund (Mantonakis), A. (2006, May). "Consumer Memory, Fluency, and Familiarity." PhD Seminar (Chris Hsee), Marketing Department, University of Chicago Booth School of Business.

Kronlund (Mantonakis), A. (2005, November). "The Role of Expectations and the Perception of Discrepancy on Brand Recognition and Preference." Department of Marketing, International Business, and Strategy, Brock University.

Kronlund (Mantonakis), A. (2005, February). "Remembering after a Perception of Discrepancy: Illusions of Recognition and Preference." Department of Marketing, Sauder School of Business, University of British Columbia.

Kronlund (Mantonakis), A. (2005, January). "Effects of a Perception of Discrepancy on Remembering and Preference of Brand Names." CBC Seminar Series, Department of Psychology, Simon Fraser University.

PROFESSIONAL AFFILIATIONS (past and present)

American Psychological Association
 Association for Consumer Research
 Association for Psychological Science
 Canadian Society for Brain, Behaviour, and Cognitive Science
 International Association on Metacognition
 Psychonomic Society
 Royal Canadian Institute for Science
 Society for Applied Research in Memory and Cognition
 Society for Consumer Psychology
 Society for Judgment and Decision Making

TEACHING EXPERIENCE

Nominated for "**Professor of the Year**" by the Brock Business Students Association in 2008, 2023

Marketing Courses Currently Teaching, and Previously Taught:

Behavioural Science in Marketing	(MSc, Thammasat University)
Consumer Behaviour & Behavioural Decision Theory	(MSc, Brock University)
Consumer Behaviour	(MBA, Domestic Students, Brock University)
Consumer Behaviour	(MBA, International Students, Brock University)
Consumer Behaviour	(BBA, Brock University)
Integrated Marketing Communications	(MBA, International Students, Brock University)
Integrated Marketing Communications	(BBA, Brock University)
Introduction to Business	(BBA, Brock University)

Introduction to Marketing	(IMaCC, International Students, Brock Univ)
Introduction to Marketing	(BBA, BAcc, Co-op, Brock University)
Wine Marketing	(OEVI program, Brock University)

Psychology Courses Previously Taught as Instructor (all at BA level):

Cognitive Psychology
Human Memory
Introduction to Psychology

Psychology Courses Previously Taught as Instructor Assistant (all at BA level):

Cognitive Psychology
Developmental Psychology
Human Memory
Research Methods in Psychology
Social Psychology
Statistical Methods in Psychology

PROFESSIONAL SERVICE

Panel member and reviewer for the **Canadian Marketing League** (formerly Canada's Next Top Ad-Exec" Competition, in partnership with McMaster University (2024)

Doctoral Consortium Co-Chair (with Professor Ernest Biktimirov) for the Administrative Sciences Association of Canada conference, Goodman School of Business (2019)

Speaker at "**A Day in the Life of the Goodman School of Business**" for local high school students (2018)

Board Member (Director), Lyme Out Loud Kids Canada (1 year, 8 months; 2016-2017)

Invited guest speaker for [Think 101](#) MOOC: [Episode 6](#) (April, 2014)

Panel member and reviewer for "Canada's Next Top Ad-Exec" Competition, in partnership with McMaster University (2006, 2007, 2014)

Adjudication Committee:

Social Sciences and Humanities Research Council of Canada (SSHRC)
-Insight Grants Adjudication Committee (2014)

Editorial Boards:

Canadian Journal of Administrative Sciences
International Journal of Wine Business Research (Guest Editor, 2013)

Executive Committee:

Society for Consumer Psychology (2012-2014)

Ad Hoc Reviewing for the following peer-reviewed journals:

Acta Psychologica – *awarded Outstanding Reviewer Status in 2015*
Advances in Cognitive Psychology
Applied Cognitive Psychology
Australian Journal of Grape and Wine Research
Canadian Journal of Administrative Studies
Canadian Journal of Experimental Psychology
Cognition
Food Quality and Preference
Frontiers Psychology
International Journal of Wine Business Research
Journal of Applied Research in Memory and Cognition
Journal of Applied Social Psychology
Journal of Behavioral and Experimental Economics
Journal of Business Research
Journal of Consumer Behavior
Journal of Consumer Psychology
Journal of Consumer Research
Journal of Experimental Psychology: Applied
Journal of Experimental Psychology: General
Journal of Experimental Psychology: Learning, Memory, and Cognition
Journal of Marketing
Journal of Marketing Research
Journal of Personality and Social Psychology: Attitudes and Social Cognition
Marketing Letters
Neuroscience
PLoS ONE
Political Psychology
Psychology and Marketing

Tri-Council Grant Reviewing:

Natural Sciences and Engineering Research Council of Canada (NSERC)
Social Sciences and Humanities Research Council of Canada (SSHRC)

Academic Conference Reviewing:

Academy of Marketing Science Conference
Academy of Wine Business Research Conference
Administration Sciences Association of Canada Conference
American Marketing Association
Association for Consumer Research (**Program Committee/Special Sessions**)
Bacchus (Niagara Wine Conference)
La Londe Conference in Marketing and Consumer Behavior
Society for Consumer Psychology Conference

Textbook Reviewing:

Various Introduction to Marketing, Consumer Behaviour, and Consumer Psychology textbooks

PhD Dissertation External Examiner:

Shirley Chen, University of Alberta School of Business (2020)
Jennifer Jeffrey, Ivey School of Business, Western University (2015)
Hamed Aghakhani, Asper School of Business, University of Manitoba (2014)
Darren Schmidt, Department of Psychology, University of Windsor (2011)
Remi Trudel, Ivey School of Business, University of Western Ontario (2009)

University Service, Brock University:

OEVI Program Committee (2020 – present)
BUFA Hiring Advice Committee (2018 – present)
Dean of Graduate Studies Search Committee (2015-2016)
Academy of Wine Business Research Conference Co-Chair (2013)
Goodman School of Business Graduate Studies Committee Member (2007-2012)
Organizer of the Southern Ontario Behavioural Decision Research Conference at Brock University (SOBDR; 2009)
Neuroscience Program Internal Reviewer (2009)
SSHRC Adjudication Committee Member for Graduate Studies (2007)

MIBS Departmental Service, Goodman School of Business, Brock University:

Marketing Faculty Recruiting Committee (2006, 2007, 2020)

Directed studies course (MKTG 4P91) & Dual Degree Thesis supervision:

Thorsten Fischer (2024)
Alexandra Sophie Schultze (2023)
Bryan Galiffi (2009)
Matthew Philp (2009)
Bailey Regehr (2007)

Match of Minds supervision (mentoring):

Eduardo Guzman Diaz (2016)

MSc Thesis committees:

Grace Yu (2014-2015)
Felix Xu (2013-2014)

MSc Thesis advising:

Sarah Clemente (2009-2011)
Ümmügülsüm Aysan (2008-2010)

NSERC Undergraduate Student Research Award (USRA) supervision:

Regan Fitzgerald (2013)
Randi Beckett (2012)
Lindsey Carey (2011)
Kirk Stokes (2008)
Amanda Wudarzewski (2008)

Brock University Student Research Award (BUSRA) supervision:

Megan Graham (2007)
Amanda Wudarzewski (2007)

Judge for “Badgers Den”/ “So You Think You Can Sell” student case competition (2009)

Psychology Departmental Service, Brock University:

Regular (past) speaker at the “Psychology Career Night” for undergraduate students

MA Thesis Committees or External Examiner:

Rebecca Anderson (2023)
Cari Drolet (2013-2014)
Alicia Rubel (2011-2012)

Undergraduate Honours Thesis advising:

Renee Toll (2016-2017)
Regan Fitzgerald (2012-2013)
Randi Beckett (2011-2012)
Joel Vrieswyk (2009-2010)
Jesse Howell (2008-2009)

Candace Letkemann (2007-2008)
Amanda Wudarzewski (2007-2008)

Biological Sciences Departmental Service, Brock University:

MSc Thesis advising:

Aneep Pradhan (Euromaster Vinifera Program; 2015)
Pauline Rodero (2009)

OEVI Thesis advising:

Jacob Gigliotti (2021)
Stefanie Dylla (2015)

OEVI Thesis committee:

Margaret Thibodeau (2015)

Niagara Community Service:

Volunteer with Therapy Tails, Ontario (2012 – 2020) – I brought my therapy dog, Jasper, into grade 2 classrooms, or the Niagara on the Lake Public Library, for a reading program with kids

Led Zumba® session for Brock University's Continuing Education Christmas Party (December, 2019)

Led Zumba® session for Brock University's Wellness Day (June, 2019 and previous years since 2011)

Can Fit Pro Certified ZUMBA® Fitness Instructor at the YMCA of Niagara (volunteer from 2011-2014)

Co-hosted a workshop on understanding Ontario wine consumers at Vineland Research and Innovation Centre (2010)

Distinguished Speaker for St. Catharines Chamber of Commerce (2007)

Panel speaker at *Women in Science Symposium* for Niagara Region high-school girls who excel in Science classes (2007)

PUBLIC RELATIONS and MEDIA APPEARANCES

Hundreds of media appearances and mentions for expertise on consumer psychology

Appearances on television, radio, in print, and online, as well as [Brock News](#)

Select Television Appearances for consumer psychology expertise:

Breakfast Television (Vancouver)
Canada AM
CHCH [Morning Live](#)
CHCH [Evening News, 2](#)
Cogeco Cable (Niagara)
Rogers Cable (Toronto)

Select Radio Interviews as consumer psychologist:

CFAX (Victoria)
CFBU (St. Catharines)
CFIS (Prince George)
CHAM/CKOK/CKLH (Hamilton)
CHNI (Saint John)
CHQR (Calgary)
CILV (Ottawa)
[CKTB \(Niagara\)](#)
[NPR](#)
Live 88.5
Savour Life
WSHU, a subset of NPR

Select Print and Online Media Coverage of consumer psychology research/expertise:

BCBusiness
Blog Business World
[Brock News](#)
[Business Insider](#)
Canada.com
Canadian Business Magazine
Canadian Business Online Blog
[Cantech](#)
Canwest News (Canada)
CNN.com
Calgary Herald

Calgary RushHour
[Conversations with Goodman](#)
Daily Press (Timmins, ON)
[Decanter.com](#)
Discover
Ditton Wine Traders
Edmonton Journal
Financial Times (UK)
[Globe and Mail](#)
[Hamilton Spectator](#)
[InvestorPlace](#)
iSante Magazine
Leader Post (Regina, SK)
Medical News Today
[Mercury News](#)
Montreal Gazette
Natalie McLean ([Video Blog: 2 Parts](#))
[New York Times](#)
Niagara Falls Review
Niagara Magazine
Niagara This Week
Ottawa Citizen
[OurWindsor.ca](#)
Playontario.com
Profit Magazine
Psychology Today Magazine
[Racked](#)
Savour Life
Star Phoenix (Sask., SK)
St. Catharines Standard
[The Atlantic](#)
The Canadian Press
[The Daily Californian](#)
The Daily News (Nanaimo, BC)
The Grower
[The New Yorker](#)
The Times (UK)
[Time Magazine](#)
Tower Lithio
[Toronto Star](#)
Truewines.co.nz
[UBC News](#)
[UPI](#)
Vancouver Sun
Vine Talk Blog
Welland Tribune

Windsor Star
Winebusiness.com
Wine Spectator
Winnipeg Free Press
Wines & Vines Magazine
Your Ontario Research