

## ROWAN EL-BIALY, PhD

Marketing Department, Eller College of Management  
University of Arizona, 1130 E Helen St. Rm 320L, Tucson, AZ, 85721

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### EDUCATION

- Ph. D.**, Administration, Schulich School of Business, York University 2023  
**Advisors:** Eileen Fischer & Ela Veresiu  
**Dissertation:** *Impacts of Post-Truth Conditions on a Susceptible Market: The Case of Nicotine Vaping.*  
**Major Field(s):** Consumer culture, consumer behavior.
- M.Sc.**, Community Health and Humanities, Memorial University 2015  
**Advisor:** Shree Mulay  
**Thesis:** *Refugee resettlement and sense of wellbeing in St. John's, Newfoundland and Labrador.*  
**Major Field(s):** Public health, migration studies.
- B.Sc.**, Psychology (Hons.), University of Alberta 2012  
**Advisors:** Christina Gagné & Thomas Spalding  
**Thesis:** *The effect of constituent opacity on semantic decomposition of English compound words*  
**Major Field(s):** Cognitive psychology, cultural anthropology.

### RESEARCH FOCUS

Nestled within the Consumer Culture Theory field, I use qualitative and interpretive methods to study how structural social conditions, such as cultural norms and government regulations, shape markets and consumer choices. My research focuses on trust in the marketplace, information consumption, and consumer agency in the digital age.

### EMPLOYMENT

- Assistant Professor, Eller College of Management, University of Arizona. 2023 – Ongoing  
Sessional Instructor, Schulich School of Business, York University 2022  
Program Manager, Faculty of Nursing, University of Alberta. 2016 – 2017  
Project Coordinator, Faculty of Nursing, University of Alberta. 2015 – 2016

### HONORS AND AWARDS

- 2024 Center for Management Innovations in Healthcare Standardized Patient Access Grant (\$500)  
2022 Schulich PhD Leadership Award in Research and Community Building (\$2,000)  
2022 AMA-Sheth Doctoral Consortium Fellow  
2019 Schulich PhD Entrance Scholarship of Merit (\$13,000)

- 2018 Joseph-Armand Bombardier Canada Graduate Scholarships Program Doctoral Scholarship, Social Sciences and Humanities Research Council (\$35,000 x 3 years)
- 2017 Schwartz Reisman Scholars Award, Asper School of Business (\$30,000 x 4 years)
- 2015 International Early Career Scholar Travel Grant, Society for Psychological Anthropology (\$2,000)
- 2013 Canadian Institute of Health Research (CIHR) Banting and Best Graduate Scholarship- Master's Award (\$17,500 x 2 years)
- 2012 Women's Association of Memorial University Research Award (\$1,200)
- 2012 Outstanding Thesis Award, Canadian Psychological Association
- 2012 The Dean's Silver Medal in Science, University of Alberta
- 2012 Margaret Ruth Crawford Memorial Award, University of Alberta
- 2011 Academic Achievement Award, University of Alberta
- 2010 Dean's List, Faculty of Science, University of Alberta
- 2011 Dean's List, Faculty of Science, University of Alberta
- 2010 MacEachran Humanities Scholarship in Psychology, University of Alberta

## **SERVICE ACTIVITIES**

### **Service to the University**

- 2024 – 2025 Weiland Speaker Series Co-Organizer, Marketing Department, Eller College of Management
- 2024 – 2025 Lisle & Roslyn Payne Annual Research Symposium Co-Organizer, Marketing Department, Eller College of Management
- 2024 – 2025 Honors Program Coordinator, Marketing Department, Eller College of Management
- 2024 – 2025 Undergraduate Studies Committee, Marketing Department, Eller College of Management
- 2023 – 2024 Undergraduate Studies Committee, Marketing Department, Eller College of Management
- 2021 – 2022 Committee for Equity and Community (Diversity, Equity, and Inclusion), York University
- 2021 – 2022 Board member, Schulich PhD Students' Association, York University

### **Service to the field**

- 2022 Invited Reviewer at *Journal of Business Ethics*
- 2022 Reviewer for Association of Consumer Research Conference
- 2021 – ongoing Trainee Reviewer at *Journal of Consumer Research*
- 2021 & 2022 Reviewer for American Marketing Association Conference

## **PUBLICATIONS**

### **Chapters in Scholarly Books**

**El-Bialy, R.** "Unseen Ritual," (upcoming) in *The Handbook of Rituals in Marketing* edited by Cele Otnes and Tina Lowrey. (Routledge)

### **Refereed Journal Articles**

\*El-Hazzouri, M.; **El-Bialy, R.**; Veresiu, E., & Main, K. J. (2023). "Vulnerable consumer experiences of (dis) empowerment with consumer protection regulations." *Journal of Consumer Affairs*, 57(3), 1066-1088.

\***El-Bialy, R.**; Funk, L.; Thompson, G.; Smith, M.; St. John, P.; Roger, K.; Penner, J.; Luo, H. (2021). "Imperfect Solutions to the Neoliberal Problem of Public Aging: A Critical Discourse Analysis of Public Narratives of Long-Term Residential Care." *Canadian Journal on Aging / La Revue Canadienne Du Vieillessement*, 1-14. doi:10.1017/S0714980821000325

\***El-Bialy, R.**; Mulay, S. (2018). "Microaggression and everyday resistance in narratives of refugee resettlement." *Migration Studies*, <https://doi.org/10.1093/migration/mny041>

Spiers, J. & **El-Bialy, R.**; Trahan, LM.; Cummings, GG. (2017). "Response to the letter by Khoujah and Hirshon: Decisions to transfer nursing home residents to emergency departments: A scoping review of contributing factors and staff perspectives." *Journal of the American Medical Directors Association*, 18(5), 446.

**El-Bialy, R.**; Mulay, S. (2015). "Two sides of the same coin: Factors that support and challenge the wellbeing of refugees resettled in a small urban centre." *Health & Place*, 35, 52-59.

\*Robert, E.; Hajizadeh, M; **El-Bialy, R.**; Bidisha, S. H. (2014). "Globalization and the diffusion of ideas: Why we should acknowledge the roots of mainstream ideas in global health." *International Journal of Health Policy and Management*, 3(1), 7-9.

\*Olsen, C., **El-Bialy, R.**, Mckelvie, M., Rauman, P., & Brunger, F. (2014). "'Other' troubles: Deconstructing perceptions and changing responses to refugees in Canada." *Journal of Immigrant and Minority Health*. 18(1), 58-66.

**El-Bialy, R.**, Gagne, C., & Spalding, T. (2013). "Processing of English compounds is sensitive to the constituents' semantic transparency." *The Mental Lexicon*, 8(1), 75-95.

### **WORKS IN PROGRESS**

#### **Submitted**

**El-Bialy, R.**; Veresiu, E.; Fischer, E. (Under review at *Journal of Consumer Research*)

#### **Preparing for Journal Submission**

**El-Bialy, R.**; Main, K.; Fischer, E. (Targeted for *Journal of Marketing*)

#### **Data Collection in Progress**

**El-Bialy, R.** (Targeted for *American Journal of Public Health*)

### **CONFERENCE AND SCHOLARLY PRESENTATIONS**

#### **Invited Presentations**

##### **2024**

Invited speaker. University of Arizona and Arizona State University Marketing Research Symposium. Eller College of Management, University of Arizona.

##### **2023**

Guest speaker. Marketing Department Annual Board Meeting Colloquium. Eller College of Management, University of Arizona.

## **2022**

Guest speaker. Marketing Department, John Molson School of Business, Concordia University.

Guest Lecturer (one class). Graduate Level Sociology Research Methods Course. University of Manitoba.

## **2021**

Guest Lecturer (five classes). Social Media for Marketing and Management. Schulich School of Business, York University.

Guest Lecturer (one class). Graduate Level Sociology Research Methods Course. University of Manitoba.

## **Submitted Presentations**

- 2025 *Inclusive Marketing: Challenges and Opportunities*. (Submitted, Panel – Invited Panelist). American Marketing Association Conference. Phoenix, Arizona.
- 2025 *Impact of Film Reboots and Sequels on Consumer Viewing Habits*. (Submitted, Poster – Honors Student Advisor). American Marketing Association Conference. Phoenix, Arizona.
- 2024 *Nuanced Aspects of Marketplace Exclusion*. (Accepted, Special Session - Discussant). Consumer Culture Theory Conference. San Diego, California.
- 2024 *Collecting Qualitative Consumer Research in a Post-Trust Era*. (Accepted, Focused Forum - Facilitator). Consumer Culture Theory Conference. San Diego, California.
- 2024 *Consumer Responses to Conflicting Truth Claims in a Health Market*. (Accepted, Special Session Paper). American Marketing Association Conference. St. Pete's Beach, Florida.
- 2022 *Financial Exclusion and Consumer Empowerment*. (Competitive Paper). Association for Consumer Research Annual Conference. Boulder, Colorado.
- 2022 *Market Contestation in the Post-Truth Era*. (Competitive Poster at Qualitative Data Analysis Workshop). Consumer Culture Theory Conference. Corvallis, Oregon.
- 2021 *Consumer Social Responsibility and Actually Available Choice*. (Invited paper as part of special session). American Marketing Association Conference. Chicago, Illinois.
- 2020 *Consumer Social Responsibility and Actually Available Choice* (Competitive Paper). Association for Consumer Research Annual Conference. Paris, France.
- 2019 *What Can Political Psychology Offer Public Health? Persuasive Strategies to Improve Campaigns on Social And Health Disparities*. (Competitive Paper). International Society for Political Psychology. Lisbon, Portugal.
- 2019 *It's High Time? New Marijuana Discourses and the Experiences of Marginalized Groups in Canada*. (Poster). Consumer Culture Theory Conference. Montreal, Quebec.
- 2019 *"A Vicious Cycle": Narratives of Consumer Experiences With Payday Loans*. (Poster). Marketing & Public Policy Conference. Washington, D.C.
- 2019 *It's High Time? New Marijuana Discourses and the Experiences of Marginalized Groups in Canada*. (Poster). Marketing & Public Policy Conference. Washington, D.C.
- 2018 *It's High Time: Analyzing the Discourses Surrounding Marijuana Legalization in Canada*. (Poster). International Society for Political Psychology. San Antonio, Texas.
- 2018 *Effect of Sponsor Brand on the Persuasiveness of a Message Challenging the Status Quo*. (Poster). Hickson Research Day, Asper School of Business. Winnipeg, Manitoba.
- 2015 *Microaggression, Everyday Resistance, and the Mental Wellbeing of Refugees Resettled in a Small Urban Centre*. (Competitive Paper). The Society for Psychological Anthropology's Biennial Conference. Boston, Massachusetts.

- 2015 *Resettling on the Edge: Factors Affecting the Wellbeing of Refugees Living in St. John's, Newfoundland.* (Poster). National Metropolis Conference 2015. Vancouver, Canada.
- 2014 *Factors Affecting the Sense of Wellbeing Among Refugees in St. John's, Newfoundland.* (Poster). The Politics of Diversity: Pluralism, Multiculturalism and Mental Health Conference. Montreal, Quebec.
- 2014 *Tamp and Puff: Meaning Construction in an Online Forum For Pipe-Smokers.* (Poster). Men's Health, Masculinities, Work and Wellbeing Symposium. Durham University.
- 2012 *Processing of English Compounds is Sensitive to the Constituents' Semantic Transparency.* (Poster). 53rd Annual Meeting of the Psychonomic Society. Minneapolis.
- 2012 *Constituent Opacity Affects Semantic Priming for English Compounds.* (Poster). 8th International Conference on the Mental Lexicon. Montreal, Quebec.

## TEACHING EXPERIENCE

### Course Instruction, University of Arizona

MKTG450 Consumer Behavior Summer 2024

MKTG450 Consumer Behavior Spring 2024

### Course Instruction, York University

MKTG3100 Marketing Research Fall 2022

### Course Design, York University

Marketing Management for Healthcare Industry 2022-2023

### Teaching Assistant, York University

MKTG 1030 Marketing Management 2021

SGMT3000 Strategic Management 2020 - 2021

INTL 4300 International Business Simulation 2020 - 2021

### Teaching Assistant, University of Manitoba

MKT3390 Integrated Marketing Communications 2019