

Antonia Mantonakis

Mailing Address:

Marketing, Faculty of Business
Brock University
500 Glenridge Ave
St. Catharines, ON,
Canada L2S 3A1

Email: antonia.mantonakis@brocku.ca**Office:** (905) 688-5550 x 5383**Fax:** (905) 378-5716**Cell (CAN):** (905) 325-4004**Cell (USA):** (646) 556-5945

CURRENT APPOINTMENTS and AFFILIATIONS

Visiting Scholar, Graduate School of Business, Columbia University

Assistant Professor, Marketing, Faculty of Business, Brock University

Associate Faculty, Psychology, Brock University

Associate Fellow, Cool Climate Oenology and Viticulture Institute

Associate Research Fellow, Vineland Research and Innovation Center

EDUCATION

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 Highest Distinction; Dean's List

PROFESSIONAL EXPERIENCE

March-Sept 2009 Columbia University, USA

Visiting Scholar
Marketing, Graduate School of Business

October 2008- Vineland Research and Innovation Center, Niagara, Canada

Associate Research Fellow

- July 2006- Brock University, Niagara, Canada
Assistant Professor
 Department of Marketing, International Business and Strategy, Faculty of Business
Associate Faculty
 Department of Psychology, Social Sciences
Associate Fellow
 The Cool Climate Oenology and Viticulture Institute (CCOVI), Biological Sciences
- Aug 2008 Chimpanzee Marketing, Canada
Visiting Professor
 Creative Evolution
- Aug-Sept 2007 Thammasat University, Bangkok, Thailand
Visiting Professor
 Marketing, Faculty of Commerce and Accountancy
- Mar-June 2006 University of Chicago, USA
Visiting Scholar
 Marketing, Graduate School of Business
- Jan-Apr 2005 Simon Fraser University, Burnaby, Canada
Instructor
 Psychology Department
- Jan 2004-Apr 2005 Douglas College, New Westminster, Canada
Instructor
 Psychology Department
- Jan 2004-Apr 2005 Capilano College, North Vancouver, Canada
Instructor
 Psychology Department

RESEARCH GRANTS

- 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"
 Dates: April 1, 2007 – March 30, 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"
 Dates: April 1, 2007 – March 30, 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

- 2007 First to be awarded 2 Canadian standard 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, Graduate 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 ARTICLES

- Mantonakis**, Antonia, Pauline Rodero, Isabelle Lesschaeve, and Reid Hastie. (forthcoming). "Order in Choice: Effects of Serial Position on Preferences," *Psychological Science*.
- 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'Anxiete Face aux Examens: Dimensionnalite, Similitudes et Differences chez les Etudiants Universitaires," *Canadian Journal of Behavioural Science*, 38 (2), 176-184. (Undergraduate Honours Thesis)
- 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.

BOOK CHAPTERS

- Mantonakis**, Antonia, Daniel M. Bernstein and Elizabeth F. Loftus (forthcoming). "Fluency and Sensory Evaluation," in *Constructions of Remembering and Metacognition. Essays in Honor of Bruce Whittlesea* (eds. Leboe and Higham), Palgrave MacMillan.
- Mantonakis**, Antonia, and Reid Hastie (forthcoming). "Memory Heuristics," in *Constructions of Remembering and Metacognition. Essays in Honor of Bruce Whittlesea* (eds. Leboe and Higham), Palgrave MacMillan.
- 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).

CONFERENCE PROCEEDINGS (since 2006)

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.

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.

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, Ontario, Canada.

Wudarzewski, 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, Ontario, Canada.

Mantonakis, Antonia and Carolyn Yoon. (2008, May). "The Effects of Conceptual Priming on Stimulus-Based Choice," Southern Ontario Behavioural Decision Research Conference, Waterloo, ON, Canada.

Wudarzewski, 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, Canada.

Wudarzewski, Amanda, Antonia **Mantonakis**, Seema Clifasefi, Daniel M. Bernstein, and Elizabeth F. Loftus. (2008, May). "Remembering Taste: Constructed Preferences from Suggestion," Southern Ontario Behavioural Decision Research Conference, Waterloo, ON, Canada.

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.

Wudarzsewski, 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.

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.

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.

Wudarzsewski, 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.

Wudarzsewski, 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 Andrea Hughes. (2007, May). "Retrieval-Induced Forgetting in Brand Recall: Inhibition or Interference?" Southern Ontario Behavioral Decision 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 Behavior Winter Carnival Research Camp, Ivey School of Business, London, ON, Canada.

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.

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

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, Canada.

INVITED SEMINARS

Invited speaker at various Memory conferences including:

- International Conference on Memory (ICOM-4), Sydney, Australia
- Memory Research Unit Conference, City University, London, UK

Colloquia, workshops, and seminars in various departments at:

Brock University
Northwestern University
San Diego State University
Simon Fraser University
University of British Columbia
University of California, San Diego
University of Chicago
University of Michigan
University of Toronto

PROFESSIONAL AFFILIATIONS

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
Society for Applied Research in Memory and Cognition
Society for Consumer Psychology
Society for Judgment and Decision Making

CONSULTATION

Chimpanzee Marketing
CTV Television Network (Lethbridge)
Mitsubishi Motors

TEACHING EXPERIENCE

-Nominated for “**Professor of the Year**” by Brock Business Student Association in 2008
-Average ratings = 4.9, 4.7, 4.7, 4.5 on a 5-point scale for 2008

Marketing Courses (Previously Taught)

Behavioral Science in Marketing	(MSc, Thammasat University)
Consumer Behaviour & Behavioural Decision Theory	(MSc, Brock University)
Consumer Behaviour	(MBA, Brock University)
Consumer Behaviour	(BBA, Brock University)
Integrated Marketing Communications	(BBA, Brock University)

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

Cognitive Psychology
Human Memory
Introduction to Psychology

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

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

PROFESSIONAL SERVICE

Editorial Board:

- *Canadian Journal of Administrative Sciences*

Ad Hoc Reviewer:

- *Canadian Journal of Experimental Psychology*

- *Journal of Experimental Psychology: Applied*
- *Journal of Personality and Social Psychology*

- Social Sciences and Humanities Research Council of Canada

- Administration Sciences Association of Canada Conference
- Association for Consumer Research Conference
- Bacchus (Niagara Wine Conference)
- Society for Consumer Psychology Conference

University Service, Brock University:

- Neuroscience Program Internal Reviewer
- MBA Selection Committee Member
- SSHRC Adjudication Committee Member (Grad Studies)

Departmental Service, Marketing:

- Marketing Faculty Recruiting Committee: 2006, 2007
- MKTG 4P91 (directed studies) supervisor for Bailey Regehr (2007)
- Brock University Student Research Award supervisor for Megan Graham (2007), Amanda Wudarzewski (2007)
- NSERC Student Research Award supervisor for Amanda Wudarzewski (2008), Kirk Stokes (2008)

Departmental Service, Psychology:

- Undergraduate Honours Thesis advisor to Candace Letkemann (2007-2008), Amanda Wudarzewski (2007-2008), Jesse Howell (2008-2009)

Community Service:

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

PUBLIC RELATIONS and MEDIA APPEARANCES

Television

Canada AM

Breakfast Television (Vancouver)

Radio

CKTB (Niagara)

CHQR (Calgary)

Print and Online

Canwest News (Canada)

Calgary Herald

Calgary RushHour

Daily Press (Timmins, ON)

[Discover](#)

Financial Times (UK)

Globe and Mail (Canada)

Hamilton Spectator

Leader Post (Regina, SK)

Medical News Today

Niagara Falls Review

Niagara Magazine

Ottawa Citizen

Profit Magazine

Star Phoenix (Sask., SK)

St. Catharines Standard

The Times (UK)

Toronto Star

Welland Tribune

Windsor Star

Truewines.co.nz

Winebusiness.com

Winnipeg Free Press

Wines & Vines Magazine

REFERENCES

Bruce Whittlesea
Professor of Psychology
Simon Fraser University
Department of Psychology
8888 University Drive
Burnaby, BC, V5A 1S6
Canada
Tel 778-782-3354
Fax 778-782-3427
Email: bruce_whittlesea@sfu.ca

Carolyn Yoon
Associate Professor of Marketing
University of Michigan
Stephen M. Ross School of Business
701 Tappan Street
Ann Arbor, MI 48109-1234
USA
Tel 734-764-6355
Fax 734-763-9768
Email: yoonc@umich.edu

Elizabeth Loftus
Distinguished Professor
Psychology & Social Behavior;
Criminology, Law & Society;
Cognitive Sciences; School of Law
University of California, Irvine
2393 Social Ecology 2
Irvine, Calif. 92697-7085
USA
Tel 949-824-3285
Fax 949-824-3002
Email: eloftus@uci.edu

Darren Dahl
Fred H. Siller Professor in Applied
Marketing
Sauder School of Business
Marketing Division
University of British Columbia
2053 Main Mall
Vancouver, BC, V6T 1Z2
Canada
Tel 604 822-8346
Fax 604 822-4697
Email darren.dahl@sauder.ubc.ca

Angela Y. Lee
Mechthild Esser Nemmers Professor of
Marketing
Northwestern University
Kellogg School of Management
2001 Sheridan Road
Evanston, IL 60208
USA
Tel 847-467-5334
Fax 847-467-5334
Email aylee@kellogg.northwestern.edu

Ann L. McGill
Sears Roebuck Professor of Marketing
and Behavioral Science
The University of Chicago
Graduate School of Business
5807 South Woodlawn Avenue
Chicago, IL 60637
USA
Tel 773-702-7448
Fax 773-834-2081
Email ann.mcgill@chicagogsb.edu