

# Dr. Christopher Amaral

Assistant Professor of Marketing, School of Management,  
University of Bath, United Kingdom

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## ACADEMIC EMPLOYMENT

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**University of Bath, School of Management**, Bath, United Kingdom

Assistant Professor of Marketing, 2020-Present

Director of Studies, MSc Strategic Retailing, 2025-Present

## EDUCATION

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**Queen's University, Smith School of Business**, Kingston, Canada

Ph.D. in Marketing, 2020



**University of Toronto, Rotman School of Management**, Toronto, Canada

M.B.A., 2014



**Toronto Metropolitan University, Ted Rogers School of Management**, Toronto, Canada

Bachelor of Commerce, 2010

## RESEARCH PROFILE

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### Research Interests

- Substantive: Pricing, Sales Force, Retailing, Sustainability, Consumer Choice
- Methodological: Quantitative Marketing, Econometric Modeling, Machine Learning, Artificial Intelligence, Field Studies

### Peer-Reviewed Journal Articles

- Amaral, Christopher, Ceren Kolsarici, Iina Ikonen, and Nicole Robitaille (2025), "AI-Driven Behavioral Nudges for Organizations: An Integrative System for Sustainable Resource Management," Accepted, *Marketing Science*. (Journal Rating: UTD24 / FT50 / ABDC-A\*, Impact Factor: 6.6) (*Finalist for the 2024 Gary L. Lilien ISMS Practice Prize*)
- Amaral, Christopher, Ceren Kolsarici, and Mikhail Nediak (2024), "Optimizing Pricing Delegation to External Sales Forces via Commissions: An Empirical Investigation," *Production and Operations Management*, <https://doi.org/10.1177/10591478241259791>. (Journal Rating: UTD24 / FT50 / ABDC-A\*, Impact Factor: 6.4)
- Amaral, Christopher, Ceren Kolsarici, and Mikhail Nediak (2023), "The Impact of Discriminatory Pricing Based on Customer Risk: An Empirical Investigation Using Indirect Lending Through Retail Networks," *European Journal of Marketing*, <https://doi.org/10.1108/EJM-05-2021-0377>. (Journal Rating: ABDC-A\*, Impact Factor: 6.4)
- Amaral, Christopher and Ceren Kolsarici (2020), "The Financial Advice Puzzle: The Role of Consumer Heterogeneity in the Advisor Choice," *Journal of Retailing and Consumer Services*, <https://doi.org/10.1016/j.jretconser.2019.102014>. (Journal Rating: ABDC-A, Impact Factor: 13.1)

## Work in Progress

- Robitaille, Nicole, Christopher Amaral, Ceren Kolsarici, Laurence Ashworth. “*Optimizing Nudges: Examining Heterogeneous Effects to Improve Digital Service Adoption*,” Manuscript in preparation for Marketing Science.
- Amaral Christopher, Iina Ikonen, Francesca Sotgiu, David Olk. “*Long-Term Effectiveness of Nutri-Score In The Online Grocery Shopping Environment*,” Manuscript in preparation for *Journal of Marketing Research*.
- Ro, A-Young, Christopher Amaral, Haiming Hang, Jens Nordfält, “*Beyond Scrolling: How Clickable Hotspots Influence Online Product Engagement and Sales*,” Data Collection in Progress, Target Journal: *Journal of Marketing Research*.
- Amaral, Christopher, Jens Nordfält, Yvetta Simonyan, Lisa Eckmann, Anne Roggeveen, “*Exploring the Effect of Syndicated Branded Content on Online Consumer Purchase Decisions*,” Data Collection in Progress, Target Journal: *Journal of Marketing Research*.
- Robitaille, Nicole, Laurence Ashworth, Ceren Kolsarici, Christopher Amaral, “*Why FOMO Works: A Multi-Study Investigation into the Psychological Mechanisms Driving Its Effectiveness*,” Data Collection in Progress, Target Journal: *Management Science*.
- Robitaille, Nicole, Laurence Ashworth, Ceren Kolsarici, Christopher Amaral, “*The Effect of Nudging using Arbitrary Deadlines: An Examination Using Digital Service Adoption in the Tax Sector*,” Data Collection in Progress, Target Journal: *Journal of Marketing Research*.
- Robitaille, Nicole, Laurence Ashworth, Ceren Kolsarici, Christopher Amaral, “*Tailoring Interventions for Improved Effectiveness Among Vulnerable Groups*,” Data Collection in Progress, Target Journal: *Journal of Marketing*.

## Grants, Awards, and Fellowships

- Knowledge Transfer Partnership, Principal Investigator, 2025 (£200,000) (Under Review)
- SSHRC Insight Grant, Collaborator, 2025 (\$180,000) (Under Review)
- ESRC Impact Acceleration Account Award, Co-Investigator, 2025 (£5,250) (Under Review)
- ISMS Gary L. Lilien Practice Prize, Finalist, 2024, <https://connect.informs.org/isms/awards/practice-prize>
- Marketing Trust Award, Principal Investigator, 2023 (£14,580)
- AMA Sheth Foundation Doctoral Consortium Fellow, 2020
- SSHRC Doctoral Fellowship Award, 2019 (\$20,000)
- Best Poster Paper Award, Finalist, Empirical & Theoretical Symposium for Canadian Marketing Strategy, 2018
- Ontario Graduate Scholarship (OGS) Award, 2017-2018 (\$15,000)
- Ontario Centre of Excellence: TalentEdge Internship Program Award, 2018 (\$10,000)
- Dr. Shirley Taylor Memorial Scholarship, Queen’s University, 2019-2020 (\$2,083)
- Queen’s Graduate Awards, Queen’s University, 2018-2019 (\$6,000)
- Queen’s School of Business Award, Queen’s University, 2018-2019 (\$6,000)
- Smith School of Business Consortium 3 Minute Thesis (MT) Award, Finalist, Queen’s University, 2017
- Queen’s Graduate Awards, Queen’s University, 2017-2018 (\$6,000)
- Queen’s School of Business Award, Queen’s University, 2017-2018 (\$7,045)
- Melville S. Hatch Memorial Fellowship, Queen’s University, 2017-2018 (\$11,521)
- Molson Canadian Science of Marketing Award, Queen’s University, 2017-2018 (\$2,173)
- Queen’s Graduate Awards, Queen’s University, 2016-2017 (\$6,000)
- Queen’s School of Business Award, Queen’s University, 2016-2017 (\$16,500)
- Queen’s Graduate Awards, Queen’s University, 2015-2016 (\$11,000)
- Queen’s School of Business Award, Queen’s University, 2015-2016 (\$16,000)
- Graduated on the Dean’s List, University of Toronto, 2014
- Graduated with Honours, Toronto Metropolitan University, 2010
- Faculty of Business Award for Excellence, Toronto Metropolitan University, 2006 (\$1,500)

## Conference Presentations

- Amaral, Christopher, Ceren Kolsarici, Iina Ikonen, and Nicole Robitaille, “AI-Driven Behavioral Nudges for Organizations: An Integrative System for Sustainable Resource Management”
  - *Society for Judgment and Decision Making Annual Conference*, Denver, USA, 2025
  - *INFORMS Manufacturing and Service Operations Management Conference*, London, United Kingdom, 2025
  - *ISMS Marketing Science Conference*, Sydney, Australia, 2024
  - *Behavioral Decision Research in Management Conference*, Chicago, USA, 2024
  - *Behavioural Insights into Business for Social Good Conference*, Vancouver, Canada, 2024
  - *Southern Ontario Behaviour and Decision Research Conference*, Toronto, Canada, 2024
  - *Marketing & Public Policy Conference*, Arlington, USA, 2023
  - *European Marketing Academy Conference*, Odense, Denmark, 2023
  - *Marketing Dynamics*, Atlanta, USA, 2022
- Amaral, Christopher, Iina Ikonen, Francesca Sotgiu, David Olk, “Long-Term Effectiveness of Nutri-Score In The Online Grocery Shopping Environment”
  - *ISMS Marketing Science Conference*, Lisbon, Portugal, 2026
  - *European Marketing Academy Conference*, Madrid, Spain, 2025
- Amaral, Christopher, Ceren Kolsarici, and Mikhail Nediak, “Optimizing Pricing Delegation to External Sales Forces via Commissions: An Empirical Investigation”
  - *European Marketing Academy Conference*, Budapest, Hungary, 2022
  - *ISMS Marketing Science Conference*, Rochester, USA, 2021 (Virtual Conference)
- Amaral, Christopher, Ceren Kolsarici, and Mikhail Nediak, “The Impact of Varying Consumer Credit Pricing by Consumer Risk: An Empirical Investigation using Indirect Lending”
  - *ISMS Marketing Science Conference*, Rome, Italy, 2019
  - *Marketing Dynamics*, College Park, USA, 2019
- Amaral, Christopher, Ceren Kolsarici, and Mikhail Nediak, “The Impact of Discriminatory Pricing Based on Consumer Risk: An Empirical Investigation Using Indirect Lending Through Retail Networks”
  - *Empirical & Theoretical Symposium for Canadian Marketing Strategy*, Vancouver, Canada, 2019
  - *Marketing Dynamics*, Dallas, USA, 2018
  - *ISMS Marketing Science Conference*, Philadelphia, USA, 2018
  - *INFORMS Revenue Management and Pricing Section*, Toronto, Canada, 2018
  - *Empirical & Theoretical Symposium for Canadian Marketing Strategy*, Guelph, Canada, 2018 (Poster)
- Amaral, Christopher, Ceren Kolsarici, and Fatma Sonmez-Leopold, “Understanding and Communicating the Value of Financial Advice: Mapping the Investor Market”
  - *ISMS Marketing Science Conference*, Los Angeles, USA, 2017
  - *INFORMS*, Houston, USA, 2017

## Invited Presentations

- Toronto Metropolitan University, 2025
- Goethe University Frankfurt, 2025
- University of Bath, 2019
- University of Sydney, 2019
- Erasmus University, 2019
- Bilkent University, 2019
- Oakland University, 2019

## Other Publications

- Amaral, Christopher (2024), "AI lending will make finance deals even more unfair for women – here's how this can be avoided." *The Conversation*, <https://theconversation.com/ai-lending-will-make-finance-deals-even-more-unfair-for-women-heres-how-this-can-be-avoided-237783>.
- Amaral, Christopher (2024), "AI has the power to revolutionise lending, but at a cost to people with lower credit scores," *The Conversation*, <https://theconversation.com/ai-has-the-power-to-revolutionise-lending-but-at-a-cost-to-people-with-lower-credit-scores-227937>.
- University of Bath Press (2024), "AI can mitigate bias against women in loan decisions and boost lenders' profits and reputations," <https://www.bath.ac.uk/announcements/ai-can-mitigate-bias-against-women-in-loan-decisions-and-boost-lenders-profits-and-reputations/>.
- University of Bath Press (2024), "Using AI to price loans could boost profits at lenders by over a third," <https://www.bath.ac.uk/announcements/using-ai-to-price-loans-could-boost-profits-at-lenders-by-over-a-third/>.
- Smith Business Insights (2024), "Playing the Peak Pricing Game with AI and a Nudge," <https://smith.queensu.ca/insight/content/Playing-the-Peak-Pricing-Game-with-AI-and-a-Nudge.php>.
- Smith Business Insights (2024), "What Car Loans Can Teach Us About AI," <https://smith.queensu.ca/insight/content/What-Car-Loans-Can-Teach-Us-About-AI.php>.
- Smith Business Insights (2021), "When Money Advice Is Just So Right," <https://smith.queensu.ca/insight/content/when-money-advice-is-just-so-right.php>.

## Industry Research Collaborators

- Scotiabank
- En-Pro International
- Canada Revenue Agency
- FlixMedia

## TEACHING AND SUPERVISION

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### Teaching Interests

- Marketing Analytics, Quantitative Models for Marketing, Research Methods, Marketing Strategy

### Instructor

- Marketing Analytics (MN52116), University of Bath, Graduate Course, 2023-Present
- Applied Retail Analytics (MN52054), University of Bath, Graduate Course, 2023-Present
- E-Business (MN20032), University of Bath, Undergraduate Course, 2020-2023
- Strategic Marketing (MN50439), University of Bath, Graduate Course, 2020-2022
- Principles of Marketing (MN50167), University of Bath, Graduate Course, 2020-2022

### Guest Lecturer

- Marketing Analytics (COMM433) – R Tutorial, Queen's University, Undergraduate Course, 2018

### Teaching Assistant

- Marketing Analytics (COMM433), Queen's University, Undergraduate Course, 2017-2018
- Marketing Analytics (MMA831), Queen's University, Graduate Course, 2016-2018
- Quantitative Models for Marketing I (MGMT945), Queen's University, Graduate Course, 2018
- Advanced Accounting Topics for Finance (RSM4220), University of Toronto, Graduate Course, 2015

### Doctoral Supervision

- A-Young Ro, University of Bath, PhD in Marketing, 2024-Present

## **MSc Supervision - Dissertations**

- Tengyue Yang, University of Bath, MSc Marketing, 2023
- Weini Liu, University of Bath, MSc Marketing, 2023
- Yiran Hao, University of Bath, MSc Marketing, 2021

## **MSc Supervision - Practice Track**

- Januaría Gizzi, University of Bath, MSc Management, 2025
- Heerkumar Kirankumar Jain, University of Bath, MSc International Management, 2025
- Veerada Khamchoo, University of Bath, MSc Management, 2025
- Boonyavee Prasitsumrit, University of Bath, MSc Sustainability and Management, 2025
- Ellie Wilton, University of Bath, MSc Sustainability and Management, 2025
- Manohar Cherukupalli, University of Bath, MSc International Management, 2025
- Olivia Delaney, University of Bath, MSc Sustainability and Management, 2025
- Poonam Gautam Hanwate, University of Bath, MSc Management, 2025
- Shuxin Jin, University of Bath, MSc Management, 2025
- Pushpak Kolhe, University of Bath, MSc Sustainability and Management, 2025
- Yu-Hsin Wang, University of Bath, MSc International Management, 2025
- Rudraksh Raju, University of Bath, MSc International Management, 2025

## **Undergraduate Supervision - Final Year Projects**

- Alex San, University of Bath, BSc Business, 2021
- Gethin Davies, University of Bath, BSc Business, 2021
- Marilena Marangou, University of Bath, BSc Business, 2021
- Megan Lummis, University of Bath, BSc Business, 2021
- Stefania Constantin, University of Bath, BSc Business, 2021
- Tom Holloway, University of Bath, BSc Business, 2021
- Callum Abrahams, University of Bath, BSc Business, 2021
- Megan Hartwright, University of Bath, BSc Business, 2021
- Rory Maxwell, University of Bath, BSc Business, 2021
- Marie-Lys Le Buhan, University of Bath, BSc Business, 2021
- Frederick Barnes, University of Bath, BSc Business, 2021
- Denitsa Georgieva, University of Bath, BSc Business, 2021
- Ben Palmer, University of Bath, BSc Business, 2021
- Lucie Shortland, University of Bath, BSc Business, 2021
- Robert Way, University of Bath, BSc Business, 2021

## **ACADEMIC SERVICE AND PROFESSIONAL AFFILIATIONS**

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### **Professional Affiliations**

- The Institute for Operations Research and the Management Sciences (INFORMS)
- Marketing Science Institute (MSI)
- Informs Society for Marketing Science (ISMS)
- American Marketing Association (AMA)
- European Marketing Academy (EMAC)

## Internal Service

- Director of Studies, MSc Strategic Retailing, University of Bath, 2025-Present
- Corporate Partnership Lead, Bath Retail Lab, University of Bath, 2024-Present
- Member, Bath Retail Lab, University of Bath, 2020-Present
- Academic Advisor, University of Bath, 2020-Present
- Personal Tutor of the Year Award Finalist, University of Bath, 2024
- Teaching Mentor to Lisa Eckmann, University of Bath, 2023-Present
- Academic Probation Mentor to Lisa Eckmann, University of Bath, 2023-Present
- Academic Probation Mentor to Camilo Peña-Moreno, University of Bath, 2023-Present
- Academic Probation Mentor to Friederike Döbbe, University of Bath, 2024-Present
- Member, Hiring Committee, University of Bath, 2025

## External Service

- Member, Journal of Business Research Editorial Review Board, 2025-Present
- Ad-Hoc Reviewer, European Journal of Marketing, 2024-Present
- Ad-Hoc Reviewer, Journal of Business Research, 2024-2025

## INDUSTRY EXPERIENCE

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**Kraft Canada**, Toronto, Canada  
Senior Financial Analyst – Customer Finance, 2014-2015

- Used big data, analytics, and econometric methods to analyze decisions regarding pricing and promotion



**Kraft Canada**, Toronto, Canada  
Operations Finance Intern, 2013

- Supported decisions regarding distribution and transportation using big data and analytics



**Shred and Pak Paper Converters Inc.**, Mississauga, Canada  
Business Analyst, 2009-2012

- Examined pricing, promotion, and distribution decisions using data analytics