

## CURRICULUM VITAE

**Name:** Jansson-Boyd, Cathrine V.  
**Job title:** Reader in Consumer Psychology  
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### TEACHING:

2005 -To date: **Anglia Ruskin University**, School of Psychology & Sport Science  
*Reader*

Subjects currently taught (*includes setting and marking of coursework and examinations*):

- **Consumer Psychology**
  - Module leader for Consumer Psychology (undergraduate level 6)
  - Module leader for Consumer Analysis (postgraduate level 7).  
*In 2019, this module was awarded best module at the university as voted for by the students.*
- **Social Psychology**
  - Teaching on Contemporary Social Psychology (undergraduate level 5)
  - Teaching on Psychology of Everyday Life (undergraduate level 4)
- **Quantitative Research Methods**  
Teaching the seminars on this postgraduate (level 7) module.

#### *Subjects previously taught :*

- Research Methods (both qualitative and quantitative methods – level 5 and 6)
- Teaching on Social & Developmental Psychology (undergraduate level 4)
- Sports Psychology (level 4 and 5)
- Issues in the Professional Practice of Psychology (level 7)
- Module leader for the Final Year research project (level 6)
- Philosophy, History and Psychology (level 5)

#### *Current additional duties:*

- Course leader for MSc in Consumer Psychology
- Innovation and Research funding lead for the School of Psychology and Sport Science and Vision and Hearing Sciences
- Supervision of final year projects & Masters projects

- Supervision of PhD students.
- I am a member of the Departmental Research Ethics Panel, where I review all the research applications made from students and staff.
- Mentor to new staff members  
For the last 5 years I have acted as a mentor for new members of staff.
- Sessional chair for Annual Monitoring of Research Students.
- Internal member for the Anglia Professional Recognition Scheme (APRS) panel.  
I review applications for Principal and Senior Fellow applications for the Higher Education Academy (HEA).
- Internal panel member for approval events.

***Previous additional duties:***

- Developed and wrote an MSc in Consumer Psychology (Spring 2016).
- Member of the Research Executive Committee.  
Between 2013 and 2018 – I was a member of the research exec committee. I had responsibility for External Income Generation. In this role, I supported and encouraged staff to make applications to suitable funding bodies.
- Internal reviewer for the Faculty of Science and Engineering's annual research conference
- Departmental Teaching and Learning representative  
For 7 years (from 2009 - 2016) I was responsible for ensuring that the department staff followed the correct marking guidelines, appropriately used the Virtual Learning Environment, and management of the departments Graduate Teaching Assistants.
- Departmental Representative at the Teaching and Learning Committee (Learning Lead)  
I was a member of the Teaching and Learning committee for four years. The committee works on shaping and altering all aspects of teaching and learning related activities within the Faculty of Science & Technology.
- Module development for the new curriculum implemented 2006/2007  
In 2005, I was part of the team that restructured the psychology modules from a 10/20 curriculum to a 15/30 curriculum. That entailed rewriting all the module definition forms to ensure that what was going to be taught was in line with expectations of a 15 or 30 credit module. The transition from the 10/20 to the 15/30 curriculum went well.

- Faculty representative at the Standard and Quality Committee (SQC). The SQC governs five other committees. It is a standing committee of the Senate and it makes recommendations to the Senate in regards to aspects such as; Academic Regulations, quality assurance and maintenance of academic standards.
- Admissions tutor for Psychology
- External school liaison
- External events organiser

2004 - 2009: **Birkbeck**, School of Continuing Education  
*Sessional Lecturer, occasional contracts*

I taught and structured the following courses (included setting and marking of coursework and examinations):

- Social Psychology
- Consumer Psychology
- Work Psychology
- Foundations of Modern Psychology
- Environmental Psychology
- Developmental Psychology

Additional duties

- Internal moderator

2001- 2005: **London Metropolitan University**, Department of Psychology  
*Lecturer/Senior Lecturer*

In 2004 I took up a permanent 0.5 position, teaching on the following modules (this includes setting and marking of coursework and examinations):

- Social Psychology
- Occupational Psychology
- Developmental Psychology
- Cognitive Psychology
- Business Psychology

Prior to September 2004 I had a number of part-time contracts where I lectured and contributed to seminars on the following modules:

- Behavioural & Cognitive Psychology
- Behavioural Studies
- Cognitive Psychology II
- Consumer Psychology
- Criminal & Forensic Psychology
- Introduction to Behavioural and Cognitive Psychology
- Introduction to Psychology & Social Identity
- Introduction to Statistics for Psychology

- Management & Organisational theories
- Occupational Psychology
- Psychology of Advertising & Media
- Psychology of Consumer Choice
- Research Methods
- Social Psychology
- Work Psychology

Additional duties:

- Supervision of final year psychology projects.
- Data inputting of module results.
- Co-wrote an MSc in Consumer Psychology.
- Supervised PhD student

2003 - 2005: **London School of Economics**, Institute of Social Psychology  
*Graduate Teaching Assistant, part time contract*

Module taught (includes marking of coursework and examinations):  
Self, Others & Society: An introduction to Social & Applied Psychology.

Additional information:

- For two years running I was the recipient of the Graduate Teaching Assistant Prize of a £100 for outstanding teaching.

2002 – 2005 **Pier 18**  
*Teacher*

Pier 18 is a Saturday school that endeavours to prepare students from non-academic backgrounds for their final A-level exams in psychology.

Summer 2003/4 **Tower Hamlet Summer University**  
*Teacher*

The Summer University is an opportunity for young people to study a subject they may be unfamiliar with. I wrote and taught two courses for them, Consumer Psychology and Criminal Psychology.

## **EDUCATION:**

2005-2006 **London Metropolitan University**  
Postgraduate Certificate in Learning and Teaching in Higher Education, Merit

2003 **London School of Economics**  
Certificate for Teaching in HE

2001-2005 **London Metropolitan University**  
PhD in Psychology

Thesis title: Elements of Design that Affect Aesthetic Evaluation  
*Coutts Retail Communications sponsored my research with £30,000.*

1997-2001

**University of North London**

BSc Applied Consumer Psychology, Second Class Honours (upper division).

### ~PUBLICATIONS~

#### BOOKS & BOOK CHAPTERS

**Jansson-Boyd, C.V & Bright, P.** (forthcoming). *Consumer Neuroscience*. Elsevier.

**Jansson-Boyd, C.V. & Plagnol, A.** (in press). Why happiness studies ought to include qualitative research components. In P.M.W. Hackett & C. Hayre (Eds). *Handbook of Ethnography in Healthcare*.

**Jansson-Boyd, C.V.** (2019). *Consumer Psychology*, 2<sup>nd</sup> Edition, Maidenhead: Open University Press.

**Jansson-Boyd, C.V** (2018). Quantitative research: Its place in consumer psychology. In P.M.W. Hackett, (Ed). *Quantitative research methods in consumer psychology* (pp. 1- 21), New York: Routledge.

**Jansson-Boyd, C.V. & Zawisza, M. J.** (2016) (Eds.), *Routledge International Handbook of Consumer Psychology*. London: Routledge.

**Jansson-Boyd, C.V. & Marlow, N.** (2016). The history of consumer psychology. In. C.V. Jansson-Boyd & M. J. Zawisza (Eds.), *Routledge International Handbook of Consumer Psychology*. London: Routledge.

**Jansson-Boyd, C.V.** (2016). Perception and consumption: Touch, multisensory integration and congruency. In. C.V. Jansson-Boyd & M. J. Zawisza (Eds.), *Routledge International Handbook of Consumer Psychology*. London: Routledge.

**Jansson-Boyd, C.V.** (2011). *Consumption Matters: A psychological perspective*. Basingstoke: Palgrave.

**Jansson-Boyd, C.V.** (2010). *Consumer Psychology*. Maidenhead: Open University Press  
*This was the first textbook to be written in the area.. **The book has been published in Korean.***

#### PUBLISHED PAPERS

**Jansson-Boyd, C. V., & Kobescak, M.** (2019). To see is to hold: Using food surface textures to communicate product healthiness. *Food Quality and Preference*, 81, 103866.

**Jansson-Boyd, C. V., & Patel, D.** (2018). Touched by vision and emotion: advancing the understanding of the endowment effect, *Journal of Marketing and Consumer Research*, 50, 87-95.

- Jansson-Boyd, C.V., Robison, R., Cloherty, R., & Jiminez-Bescos, C. (2016).** Complementing retrofit with engagement: exploring energy consumption with social housing tenants. *International Journal of Energy Research*, 41(8), 1150—1163.
- Jansson-Boyd, C.V. (2015).** The Oxford Handbook of Media Psychology: A review. *Psychology Learning and Teaching*, 14, 90-91.
- Cloherty, R. & **Jansson-Boyd, C.V. (2014).** Transactional Analysis: A way to understanding and combating overconsumption *non- Significant Journal of Business and Consumer Psychology*, 3, 212-218.
- Robison, R. & **Jansson-Boyd, C.V. (2013).** Seeing things differently: reframing the challenges of energy efficiency measure uptake as potential motivators, *Sustainability*, 5, 5249-5271.
- Jansson-Boyd, C.V., Raeva-Beri, D., & Marlow, N. (2012).** Tactile Marketing: Friend or foe? *The non- Significant Journal of Business and Consumer Psychology*, 2, 100-119. This was an invite to submit a paper.
- Jansson-Boyd, C.V. (2011).** Touch Matters: Exploring the relationship between consumption and tactile interaction. *Social Semiotics*, 21, 531- 546. This was an invite to submit a paper to a special issue on touch.
- Jansson-Boyd, C.V. (2011).** Designing aesthetic concepts: Can it be done? *Psychology, Aesthetics, Creativity and the Arts*, 5, 279-290.
- Jansson-Boyd, C.V. (2011).** The role of touch in marketing: An introduction to the special issue. *Psychology & Marketing*, 28, 219-221.
- Marlow, N. & **Jansson-Boyd, C.V. (2011).** To touch or not to touch; that is the question. Should consumers always be encouraged to touch products, and does it always alter product perception? *Psychology & Marketing*, 28, 256-266.
- Jansson-Boyd, C.V. (2008).** The Sage Handbook of Social Psychology: Concise Student edition: a review. *Psychology Learning and Teaching*, 7, 48.
- Jansson-Boyd, C.V. & Marlow, N. (2007).** Not only in the eye of the beholder: Tactile information can affect aesthetic evaluation. *Psychology of Aesthetics, Creativity and the Arts*, 1, 170-173.
- Jansson-Boyd, C.V. (2007).** BBC's The Experiment: a review. *Psychology Learning and Teaching*, 6, 163-164.
- Jansson, C. (2005).** Study guide for OCR psychology: A2 level: a review. *Psychology Learning and Teaching*, 5, 175-176.
- Jansson, C., Bristow, M. & Marlow, N. (2004).** The influence of colour on visual search times in cluttered environments. *Journal of Marketing Communications*, 10,183-193.
- Herbert, E., **Jansson, C., Bointon, B., & Marlow N. (2003).** An exploratory conjoint analysis study of consumers' aesthetic responses of Point-of-Purchase materials. *International Review of Retail Distribution and Consumer Research*.13, 50-76.

Herbert, E., **Jansson, C.**, Bointon, B., & Marlow N. (2002). Determinants of consumers' aesthetic responses to Point-of-Purchase materials. *International Journal of Consumer Studies*, 26, 145-153.

## **PUBLISHED ABSTRACTS**

**Jansson-Boyd, C.V.** & Cloherty, R. (2014) Using Self-Awareness as a Means to Reduce Energy Consumption. The 4th World Sustainability Forum.

Aruk, N., **Jansson-Boyd, C.V.**, & Crilly, N. (2011). What users know about the design process: A report on two exploratory studies. In C. Cautela, A. Deserti, F. Rizzo, & F. Zurlo (Eds.), *Proceedings of the 5th International Conference on Designing Pleasurable Products and Interfaces* (pp. 251-258). New York: ACM

**Jansson-Boyd, C.V.** & Spiers, R. (2008). Do materialists feel less good about themselves and have fewer friends? *International Journal of Psychology*, 43, 143.

**Jansson-Boyd, C.V.** & Bloomfield, S. (2008). Affect of media exposure upon adolescent self-esteem. *International Journal of Psychology*, 43, 143.

**Jansson-Boyd, C.V.** (2007) Impact of touch upon product evaluation. PsychEXTRA.

**Jansson-Boyd, C.V.** & Marlow, N. (2007) Role of colour in aesthetic evaluation. PsychEXTRA.

## **COMMERCIAL PUBLICATIONS:**

**Jansson-Boyd, C.** (2020). [Coronavirus is accelerating a culture of no touching – here's why that's a problem](#). The Conversation, March 16.

**Jansson-Boyd, C.** (2019). [Shopping addiction is a real disorder](#). The conversation, September 25.

**Jansson-Boyd, C.** (2018). [Iceland Christmas ad: barred, but it will help 2018 go down as the year of 'corporate caring'](#). The conversation, November 9.

**Jansson, C.V.** (2018). [Staying in touch with food preferences](#), The Journal of the Institute of Food Science and Technology.

**Jansson-Boyd, C.** (2018). [The Ikea effect: how Ingvar Kamprad's company changed the way we shop](#). The Conversation, January 30.

**Jansson-Boyd, C.** (2017). [How shops use tricks to get you spending](#). The Conversation, November 16.

**Jansson-Boyd, C.** (2017). [Why you really should start your Christmas shopping now](#). September 29.

**Jansson-Boyd, C** (2017). [Don't believe the hype: sexually-charged advertising is not the best way to push a product.](#) June 29.

**Jansson-Boyd, C.** (2016). [The festive psychology behind Christmas TV advertising.](#) The Conversation, December 8.

**Jansson-Boyd, C.** (2016). [Can money buy you happiness? It's complicated.](#) The Conversation, October 11.

**Jansson, C.** (2004). Why green Twixes may be better than beige ones. *International Supermarket News*, May, 32-33.

**Jansson, C.** (2004). The importance of design. *International Supermarket News*, August, 15-16.

### ~RESEARCH GRANTS AND AWARDS~

**Too Good to Go** (2020). Investigating how to reduce food waste. **Amount awarded** £7800.

**ARU travel award** (2017). Convention attendance, travel and registration fee (£1000).

**PepsiCo** (2017). Advisory role on marketing procedures (£1500).

**Unilever** (2017). Advisory role on how consumers process information (£1500).

**Essex Police** (2016). Looking at how to communicate effectively with the public. **Amount awarded:** £10,000

**Unilever** (2016). Advisory role on tactile perception (£2500).

**Unilever** (2015). Investigating links between vision and touch for Fast Moving Consumer Goods. **Amount awarded:** £14,000

**Unilever** (2014). Investigating links between vision and touch for Fast Moving Consumer Goods. **Amount awarded:** £15,000

**Energy Saving Trust** (2012). Joint project with Suffolk County Council. This research was designed to encourage tenant in low-income homes to be more energy efficient. **Amount awarded:** £130,000

**Skanska** (2011). Investigating how to make house buyers perceive environmentally friendly messages in a positive light. The research makes use of previously established Social Psychological findings such as different types of framing techniques in order to get consumer more interested in environmentally friendly houses. **Amount awarded:** £48,000

**EEDA/ERDF** (2011). EU part-funded project led by Cambridgeshire County Council. This research is designed to measure tenant attitudes and designing activities aimed at changing energy consumption behaviours in a vulnerable population (previously homeless people).

**Amount awarded:** Total amount is £800,000 of which £84,342 was specifically assigned to Dr Jansson-Boyd's research.

**American Psychological Association** (2011). Convention attendance travel supplement award (USD 400).

**ARU Faculty Research Assistant grant** (2011). Funding to investigate the link between tactile childhood experiences and need for touch in adulthood (£2600).

**ARU Undergraduate Research Taster Placements Scheme Summer** (2010). Funding to research whether consumers are aware of product design intent and whether it affect decision making (£2900).

**SSL** (now Reckitt Benckiser) (2009). Advisory role on how to market Durex condoms (£2500).

**American Psychological Association** (2007). Convention attendance registration fee award (USD 330).

**Office of Fair Trading** (2007). Invited to write a report upon selected factors that affect consumer decision making (£2700).

## ~PRESENTATIONS~

### REFEREED CONFERENCE PRESENTATIONS

**Jansson-Boyd, C.V.** (2019). Exploring the relationship between tactile and visual cues in healthy foods. Association for Psychological Science, Washington, D.C., USA.

**Jansson-Boyd, C.V. & Hurling, R.** (2018). The use of visually based haptic cues to communicate with consumers, paper presented at the Association for Psychological Science, San Francisco, USA.

**Jansson-Boyd, C.V.** (2018). Organised a symposia titled The role of touch as a means to furthering consumer understanding at the Association for Psychological Science, San Francisco, USA. Other speakers included Dr Steven Brasel, Boston College and Dr Shiv Bhatta, Aalto University.

**Jansson-Boyd, C.V.** (2017). Emotive and Tactile Priming as a Means to Influence Aesthetic Appreciation. Paper to be presented at the American Psychological Association Convention, Washington, DC.

**Jansson-Boyd, C.V., Cloherty, R., Jimenez-Bescos, C. & Robinson, R.** (2015). Interactive Tenant Engagement as a Means of Reducing Energy Consumption. Paper presented at Div. 34 (Society of Environmental Population and Conservation Psychology) American Psychological Association Convention, Toronto.

**Jansson-Boyd, C.V. & Cloherty, R.** (2014) Using Self-Awareness as a Means to Reduce Energy Consumption. The 4th World Sustainability Forum.

- Jansson-Boyd, C.V.** (2014). Factors that affect Autotelic and Instrumental need for touch. Invited speaker at a symposium titled: The Relationship between Touch Perception and Socioemotional Processes at the 26th Annual Convention for the Association for Psychological Science, San Francisco.
- Cloherly, R., **Jansson-Boyd, C.V.** & Jiminez- Bescos, C. (2014). Helping people to help themselves: Encouraging people to reduce their energy consumption. Poster presented at the International Congress of Applied Psychology, Paris.
- Dlugokencka, A. & **Jansson-Boyd, C.V.** (2014). Self-esteem and Materialistic Value Orientation as Predictors of Compulsive Buying in British and Polish people. Poster presented at the International Congress of Applied Psychology, Paris.
- Jansson-Boyd, C.V.**, & Taylor-Whiffen, E. (2013). Factors That Influence Consumers' Need for Touch, Paper to be presented at the 121<sup>st</sup> annual convention of the American Psychological Association. Society for Consumer Psychology division, Honolulu, Hawaii.
- Jansson-Boyd, C.V.** & Robison, R (2013). Changing Lives, Changing Priorities: Teaching People to Use Less Energy, Poster to be presented at the 121<sup>st</sup> annual convention of the American Psychological Association. Environmental, Population and Conservation Psychology division, Honolulu, Hawaii.
- Jansson-Boyd, C.V.** & Robison, R (2013). Is It Possible to Encourage 'Vulnerable' Housing Tenants to Reduce Their Energy Consumption? Paper to be presented at the European Congress of Psychology, Stockholm, Sweden.
- Jansson-Boyd, C.V.**, & Taylor-Whiffen, E. (2013). Explaining Why People Differ in Their 'Need for Touch': an Investigation into Early Years and Recent Tactile Experiences, Paper to be presented at the European Congress of Psychology, Stockholm Sweden.
- Aruk, N., **Jansson-Boyd, C.V.**, & Crilly, N. (2011). What users know about the design process: a report on two exploratory studies. Designing Pleasurable Products and Interfaces, Milan, Italy.
- Jansson-Boyd, C.V.** (2011). The role of touch in product design. Paper presented at the 119th annual convention of the American Psychological Association. Society for Consumer Psychology division, Washington, USA.  
*The talk was noted as one of that year's convention program highlights, in that it was advertised as one of the key talks to attend to both convention participants and press.*
- Aruk, N., **Jansson-Boyd, C.V.**, & Crilly, N. (2011). Are consumers aware of the product design intent? An exploratory investigation. Paper presented at the 119th annual convention of the American Psychological Association. Society for Consumer Psychology division, Washington, USA.
- Jansson-Boyd, C.V.** (2010). Making touch count: When do consumers evaluate tactile product features. Paper presented at the 27<sup>th</sup> International Congress of Applied Psychology, Melbourne, Australia.
- Jansson-Boyd, C.V.** (2010). Making touch count organised symposia at the 27<sup>th</sup> International Congress of Applied Psychology, Melbourne, Australia. Speakers included Professor Joann

Peck, University of Michigan and Professor Francis McGlone, Liverpool John Moore University.

Spiers, R., & **Jansson-Boyd**, C.V. (2010). Materialism: Friend or foe? The link between materialism, subjective-well being and friendship. Electronic poster presented at the 27<sup>th</sup> International Congress of Applied psychology, Melbourne, Australia.

Bloomfield, S. & **Jansson-Boyd**, C.V. (2010). Do the media contribute to whether British teenagers feel confident? Electronic poster presented at the 27<sup>th</sup> International Congress of Applied Psychology, Melbourne, Australia.

**Jansson-Boyd**, C.V. (2010). When vision guides touch: Aesthetic evaluation of novel stimuli. Invited guest speaker for a symposia titled Experiential and Sensory Marketing. The 39<sup>th</sup> European Marketing Academy conference, Copenhagen, Denmark.

**Jansson-Boyd**, C.V. (2008) Vision governs touch in aesthetic evaluation of unfamiliar stimuli. Poster presented at the 116th annual convention of the American Psychological Association, Experimental Psychology division & Behavioral Neuroscience and Comparative Psychology division, Boston, USA.

**Jansson-Boyd**, C.V. & Bloomfield, S. (2008) Affect of media exposure upon self-esteem in British adolescents. Paper presented at the 116th annual convention of the American Psychological Association. Society for Consumer Psychology division, Boston, USA.

**Jansson-Boyd**, C.V. (2008) Tactile and visual influences upon aesthetic evaluation of unfamiliar stimuli. Paper presented at the XXIX<sup>th</sup> International Congress of Psychology, Berlin, Germany.

**Jansson-Boyd**, C.V. & Spiers, R. (2008) Do materialists feel less good about themselves and have fewer friends? Poster to be presented at the XXIX<sup>th</sup> International Congress of Psychology, Berlin, Germany.

**Jansson-Boyd**, C.V. & Bloomfield, S. (2008) Affect of media exposure upon adolescent self-esteem: a cross-cultural study. Poster to be presented at the XXIX<sup>th</sup> International Congress of Psychology, Berlin, Germany.

**Jansson-Boyd**, C. (2007) Impact of Touch Upon Product Evaluation. Paper presented at the 115th annual convention of the American Psychological Association, Society for Consumer Psychology division, San Francisco, USA.

**Jansson-Boyd**, C.V. & Marlow, N. (2007) Role of colour in aesthetic evaluation. Poster presented at the 115th annual convention of the American Psychological Association, Psychology of Aesthetics, Creativity and the Arts division San Francisco, USA.

**Jansson**, C. & Haggard, P. (2006) Visual and tactile influences upon aesthetic preference. Poster presented at the Birmingham meeting of the Experimental Psychology Society, UK.

**Jansson**, C. (2005) The influence of visual and tactile experiences in aesthetic evaluation. Paper presented at the 113th annual convention of the American Psychological Association,

Psychology of Aesthetics, Creativity and the Arts division, Washington, USA.

**Jansson, C., Haggard, P. & Marlow, N. (2004)** Looking good means feeling fine: visual- tactile links in aesthetic evaluation. Poster presented at the International symposium on the Cutaneous senses: From stimulus encoding to affective representation, Manchester (organised by Unilever).

**Jansson, C. & Marlow, N. (2004)** Interaction between vision and touch in aesthetic evaluation. Poster presented at the 112th annual convention of the American Psychological Association, Experimental Psychology division, Hawaii, USA.

**Jansson, C., Marlow, N., & Bointon, B. (2004)** Cross-modal links between vision and touch upon aesthetic evaluation. Poster presented at the London meeting of the Experimental Psychology Society, UK.

**Jansson, C., & Marlow, N., (2003).** *The influence of primary and secondary colours on consumer's visual attention.* Paper presented at the 111<sup>th</sup> annual convention of the American Psychological Association, Society for Consumer Psychology division, Toronto, Canada.

#### **INVITED SPEAKER:**

**Jansson-Boyd, C.V. (2020).** Retail: A multi-sensory experience. [Spring Fair](#). Birmingham, UK.

**Jansson-Boyd, C.V. (2019)** [Touch – a key ingredient to form positive consumer perception.](#) Psychology means business conference organised by the BPS London division. London, UK

**Jansson-Boyd, C.V. (2019).** Consumer experiences in shops. Rotary Club, Cambridge UK.

**Jansson-Boyd, C.V. (2019).** What pharmacies can learn from Consumer Psychology. [Pharmacy Forward](#), Birmingham, UK.

**Jansson-Boyd, C.V (2018).** Epica Awards Creative Circle, Amsterdam, The Netherlands.

**Jansson-Boyd, C.V. (2018)** Consumer trends and insights, part of a discussion panel. Edelman, London, UK

**Jansson-Boyd, C.V. (2018)** Understanding touch: The holy grail for influencing consumers, 25 Anniversary talk, Anglia Ruskin University, Chelmsford

**Jansson-Boyd, C.V. (2018)** Understanding touch: The holy grail for influencing consumers, 25 Anniversary talk, Anglia Ruskin University, Cambridge

**Jansson-Boyd, C.V. (2018)** Sensory Science laid bare Campaign Underground, London, UK

**Jansson-Boyd, C.V. (2017).** Converting touch into money. Department of Psychology, City University, London.

**Jansson-Boyd, C.V. (2016).** Consumerism and Happiness, Rotary Club, Cambridge, UK.

- Jansson-Boyd, C.V.** (2016). Consumer touch: A pleasurable feeling? Behavioural Economics Research Group, City University, London.
- Jansson-Boyd, C.V.** (2015). The magic of touch: How it can change consumer perception, Rotary Club, Cambridge, UK.
- Jansson-Boyd, C.V.** (2015). There is more to touch than meets the eye: the role of touch in consumer behaviour. Department of Psychology, City University, London.
- Jansson-Boyd, C.V.** (2013). Interactive touch: A great marketing tool. Visiting Speaker seminar series, Department of Psychology, Winchester University.
- Jansson-Boyd, C.V.** (2013). Visual design: It is more to it than meets the eye. VIVID (Value Increase by Visual Design): Increase Growth by Visual Design International Conference, Cambridge, UK.
- Jansson-Boyd, C.V.** (2010). Capitalising on pleasure: A way to increase condom use. Symposia organised by NeuroSci on behalf of SSL International/Reckitt Benckiser.
- Jansson-Boyd, C.V.** (2010). When vision guides touch: Aesthetic evaluation of novel stimuli. European Marketing Academy: Special symposia on Experiential and Sensory Marketing, Copenhagen, Denmark. Other guest speakers included: Bernd Schmitt (Columbia Business School), Charles Spence (Oxford University), Josko Brakus (Brunel University).
- Jansson-Boyd, C.V.** (2009). Shopping on the mind. 'Late' night event held at the Science Museum, London.
- Jansson-Boyd, C.V.** (2007). Shop till you drop! Event organised by the Science Museum at the Dana centre, London.
- Jansson-Boyd, C.V.** (2006). *Information processing: The key to understanding inertia*. Consumer Education Alliance event, organised by The Office of Fair Trading, London.
- Jansson, C.** (2006). *The importance of materials*. Royal College of Art.
- Jansson, C. & Marlow, N.** (2005) *Discovering what really connects with your consumers in the big, bright and flashy world of the retail environment*. Presentation made at Packaging Design in Food and Drink, Marketing Week conference, London.
- Jansson, C.** (2004). *Aesthetics in retail environments: Examining the role of colour in the retail environment*. Presentation made at the Society of Chemical Industries, London.

## **PUBLIC TALKS:**

- Jansson-Boyd, C.V. (2019). The Festival of Ideas, Cambridge, UK.
- Jansson-Boyd, C.V. (2018). The best and the worst about being a consumer. The Festival of Ideas, Cambridge, UK.

Jansson-Boyd, C.V. (2018). There is more to touch than meets the eye: The role of touch in consumer behaviour. Science Festival, Cambridge, UK.

Jansson-Boyd, C.V. (2017). Why shopping on the internet is not always a pleasant experience. The Festival of Ideas, Cambridge, UK.

## **~PROFESSIONAL ACTIVITIES~**

### **PROFESSIONAL AFFILIATIONS**

- Principal Fellow of the Higher Education Academy (PFHEA)
- American Psychological Association (APA), International Member
- Society for Consumer Psychology, Member

### **INVITED GUEST EDITOR:**

- Psychology & Marketing (2011). A special issue on The Role of Touch in Marketing, volume 28, pp 219-307.

### **INVITED CONFERENCE CHAIR:**

- Society for Consumer Psychology's winter conference in New Orleans, US (2008). Chaired a competitive session on Processing Fluency and Consumer Judgement.

### **REVIEWER FOR JOURNALS:**

- Journal of Mixed Research Methods
- International Journal of Consumer Studies

### **AD HOC REVIEWER FOR JOURNALS:**

- Journal of Consumer Psychology
- Psychology & Marketing
- Journal of Economic Psychology
- Social Semiotics
- British Journal of Social Psychology

### **AD HOC REVIEWER FOR BOOK PUBLISHERS:**

- Pearson education
- Blackwell publishing

- McGraw-Hill
- Cambridge University Press
- Elsevier
- Palgrave-Macmillan

#### **AD HOC EVALUATOR OF GRANT PROPOSALS:**

- Economic and Social Research Council (ESRC) – Have in the last two years reviewed 6 proposals.

#### **REVIEWING FOR AWARDS AND INTERNATIONAL CONFERENCES:**

- Society for Consumer Psychology Annual Winter conference (2007-2011)
- Society for Consumer Psychology Doctoral Dissertation Competition (2005-2009, 2011)
- Levy & Weitz/Retailing SIG dissertation competition (2005 – 2009).

#### **EXTERNAL EXAMINER:**

- University of Sheffield, 2019-2022
- London Metropolitan University 2018-2021
- University of Derby Online Learning, 2017-2020
- University of Salford, Department of Psychology, 2014-2017
- University of Cambridge, MSc dissertation and PhD dissertations
- London College UCK, MSc dissertations
- London Metropolitan University, PhD dissertations
- Sri Lanka University

#### **CONSULTANCY:**

- Church of England (2019). Short training session/talk (£500), Leicester, UK.
- Betty TV (2013). Acted as advisor on what should be incorporated in a series made for Channel 4 about shopping.
- House of Commons Environmental Audit Committee (2011). *Understanding consumer decision making: One approach to guiding consumers to make sustainable food choices*. Report submitted for the ‘Sustainable Food’ call. Currently published online:  
<http://www.publications.parliament.uk/pa/cm201011/cmselect/cmenvaud/writev/food/m14.htm>
- Skills@work, Anglia Ruskin University (2011). Acted as advisor on what should be taught on the psychology based module included on the BA (Hons) Sales for Harrods the department store (£1000).
- BBC Science (2009). Provided background information for a program on how to improve your memory.

- J Sainsbury (2008). Provided feedback on survey materials used to investigate consumer satisfaction. Sainsbury's is one of the UK's leading supermarkets (£600).
- Office of fair trading (2007). Invited to write a report upon selected factors that affect consumer decision making (£2000).
- Coutts Retail Communications (2005). Acted as an advisor on research collaboration between Coutts Retail Communications and Disney (£3000).

## **ADDITIONAL ACTIVITIES**

**2017** – I ran a psychology business forum whereby businesses attended on a fortnightly basis to hear guest speakers talk about different topics within the area of consumer psychology.

### ***In the Media***

I am frequently interviewed by the media for radio, television, online resources and newspapers. Last year I gave 78 radio interviews. Below are links to a selection of media related appearances.

[New Food Magazine](#) (2020)

[The Stylist](#) (2019)

[BBC News](#) (2019)

[BBC News](#) (2019)

[Charity retail](#) (2019)

[Daily Mail](#) (2019)

[BBC](#) (2018)

[Epica awards](#) (2018)

[Naked Scientist](#) (radio – 2018)

[Cambridge radio](#) (2018)

[The New York Times](#) (2018)

[Fashionista](#) (2018)

[ABC radio Australia](#) (2017)

[BBC](#) (2017)

[ITV East](#) (2013)

[Guardian](#) (2013)

[Daily Mail](#) (2012)