

# Ethan Milne

PHD CANDIDATE · IVEY BUSINESS SCHOOL

591 Sunningdale Road East, London Ontario, N5X 4B3

☎ (519) 878-1668 | ✉ [emilne.phd@ivey.ca](mailto:emilne.phd@ivey.ca) | 🌐 [www.approachingsignificance.com](http://www.approachingsignificance.com) | 📺 [SEthanMilne](#) | 📺 [ethan-milne](#) | 🐦 [@SEthanMilne](#) | 📧 [Ethan Milne](#)

## Education

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### Ivey Business School, Western University

PHD, MARKETING

London, Ontario

Expected 2026

### Ivey Business School, Western University

HBA, BUSINESS ADMINISTRATION

London, Ontario

2020

## Research Interests

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**Theoretical:** Prosocial Behavior; Consumer Aggression

**Substantive:** Donation; Boycotts; Politics; Social Media; Meta-Science

**Methodological:** Lab Experiments; Field Experiments; Webscraping; Experimental Philosophy

## Honors & Awards

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- 2025 AMA CBSIG Rising Star Award
- 2025 Bath Business and Society Best Paper Award, Runner-up
- 2024 AMA-Sheth Foundation Doctoral Consortium Fellow
- 2024 SCP Dissertation Award, Honorable Mention
- 2023 SSHRC Doctoral Fellowship
- 2023 Western Faculty Scholarship
- 2021 C.B. (Bud) Johnston Ontario Graduate Scholarship
- 2021 Ontario Graduate Scholarship
- 2020 Ivey Business School Gold Medal Winner
- 2019 Western University Faculty Association Scholarship
- 2016 University of Waterloo David Cornfield Scholarship
- 2016 University of Waterloo President's Scholarship
- 2016 IODE History Scholarship
- 2015 SHAD Fellowship

## Research

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### REFEREED JOURNAL ARTICLES

- **“Retributive Philanthropy”**. Milne, E., Kristofferson, K., & Goode, M. (2025). *Journal of Marketing Research*, 0(0), <https://doi.org/10.1177/00222437251320021>.
  - SCP 2023 Schumman Dissertation Proposal Award, Honorable Mention
  - SSHRC Insight Grant (\$131,232), Primary Investigator: Kirk Kristofferson
  - SSHRC Doctoral Fellowship (\$60,000), Primary Investigator: Ethan Milne
  - SSHRC Explore Grant (\$6,000), Co-Primary Investigators: Ethan Milne, Kirk Kristofferson
  - Ivey Thesis Grant (\$3,000), Primary Investigator: Ethan Milne

### PAPERS UNDER REVIEW

- **“How Political Ideology Shapes Prosocial Consumer Behavior Research”**, Milne, Kristofferson, Goode, & White. Preparing for third-round submission, *Journal of Consumer Research*
- **“Brands in Culture Wars: Why and How Brand Activism Polarizes Society”**, Sibai, Blyth, Campana, Milne, Aboelenien, Mal, Benmechaddal, Andehn & Beverland. Under review, *Journal of Business Ethics*
  - Bath Business and Society Symposium Best Paper Award, Runner-up

### WORKING PAPERS

- **“Status-Seeking Aggression”**, Milne, Kristofferson, & Goode. Target: *Journal of Marketing*
- **“Offensive Consumption”**, Milne, Kristofferson, & Goode. Target: *Journal of Consumer Psychology*
- **“Fanfiction: When Copyright Violation Benefits Brands”**, Milne, Kristofferson, & Goode. Target: *Journal of Marketing*
- **“Defining Prosocial Consumer Behavior”**, Milne, Kristofferson, Goode, & White. Target: *Journal of Consumer Research*

# Presentations & Other Publications

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## INVITED TALKS

- 2025 Western University
- 2024 Arizona State University
- 2024 Iowa State University
- 2024 San Diego State University
- 2024 St. Mary's University
- 2024 Northwestern University
- 2024 Indiana University
- 2024 Wilfrid Laurier University
- 2024 University of Minnesota
- 2024 University of Alabama

## CONFERENCE PRESENTATIONS

- **Retributive Philanthropy**  
(with Kirk Kristofferson & Miranda Goode)
  - Behavioral Insights into Business for Social Good, June 2024
  - Theory and Practice in Marketing, May 2024
  - Association for Consumer Research, October 2023
  - Southern Ontario Behavior and Decision Research, May 2023
  - Society for Consumer Psychology, March 2023
- **How Political Ideology Shapes Prosocial Consumer Behavior Research**  
(with Kirk Kristofferson, Miranda Goode, & Kate White)
  - Southern Ontario Behavior and Decision Research, May 2025
  - European Marketing Academy, May 2025
  - Academy of Marketing Science, May 2025
  - Association for Consumer Research, October 2024
- **Fanfiction: When Copyright Violation Benefits Brands**  
(with Kirk Kristofferson & Miranda Goode)
  - Harry Potter Academic Conference, September 2025
  - American Marketing Association, February 2025
  - Fan Studies Network North America, October 2024
  - Fan Library and Information Science, May 2024
  - Southern Ontario Behavior and Decision Research, May 2024
  - Association for Consumer Research, October 2023
- **Brands in Culture Wars: Why and How Brand Activism Polarizes Society**  
(with Sibai et al.)
  - Bath Business, Organizations, and Society Symposium, June 2025
  - Oxford Reputation Symposium, August 2024
- **Offensive Consumption**  
(with Kirk Kristofferson & Miranda Goode)
  - Association for Consumer Research, October 2024
  - Society for Consumer Psychology, March 2024
- **Defining Prosocial Consumer Behavior**  
(with Kirk Kristofferson, Miranda Goode, & Kate White)
  - Association for Consumer Research, October 2025
- **Status-Seeking Aggression**  
(with Kirk Kristofferson & Miranda Goode)
  - Society for Consumer Psychology, March 2023
  - Association for Consumer Research, October 2022
- **A Novel EMS Spine Board**  
(with Richard Lubell, Chris Carpenter, Ken Milne & Anthony Crocco)
  - Canadian Association of Emergency Physicians, June 2016
  - American College of Emergency Physicians, October 2014

## PATENTS

- **Pediatric Board**, Canadian Patent ([CA2905466](#)), Issued January 16th, 2018
- **Pediatric Board**, US Patent ([US9766116B2](#)), Issued September 19th, 2017

## PUBLISHED CASES

- **Chapman's: The COVID-19 Ice Cream Controversy**, Ivey Publishing ([#W37412](#))
- **Teaching note for "Chapman's: The COVID-19 Ice Cream Controversy"**, Ivey Publishing ([#W37412](#))

## PUBLISHED ABRSTRACTS & CONFERENCE PROCEEDINGS

- **Milne**, Kristofferson, & Goode (2024). "Fanfiction: When Copyright Violation Benefits Brands". Proceedings from the Document Academy, 11(1), <https://doi.org/10.35492/docam/11/1/5>
- **Milne**, Kristofferson, & Goode (2023). "Retributive Philanthropy". ACR Proceedings
- **Milne**, Kristofferson, & Goode (2023). "Fanfiction: When Copyright Violation Benefits Brands". ACR Proceedings
- **Milne** (2023). "Fanfiction: how copyright violation can benefit brands". Inspiring Minds. 499.
- **Milne**, Kristofferson, & Goode (2022). "Status-Seeking Aggression". ACR Proceedings
- **Milne**, Crocco, Carpenter, & Milne (2016). "Novel EMS spine board to accurately weigh critically ill or injured children". Canadian Journal of Emergency Medicine, 18(S1), S58-S58. [doi:10.1017/cem.2016.118](https://doi.org/10.1017/cem.2016.118)
- **Milne**, Lubell, Carpenter, & Milne (2014). "Pediatric Electronic Board: A New and Accurate Method for Determining the Weight of Critically Ill or Injured Children". Annals of Emergency Medicine, 64(4), S29-S30. [doi:10.1016/j.annemergmed.2014.07.106](https://doi.org/10.1016/j.annemergmed.2014.07.106)

## Service

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- Journal reviewer, *Journal of Consumer Research, Consumption Markets and Culture*
- Conference reviewer, *ACR, SCP, AMS*
- Coordinator, Ivey Behavioral Lab and Subject Pool, 2022
- VP Academic, Ivey Business School Ph.D. Student Association, 2022
- VP Internal, Ivey Business School Ph.D. Student Association, 2021
- Ivey Ph.D. Representative, Western Society of Grad Students, 2021

## Teaching

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### COURSES

2026 BUS 4461 (Undergraduate): Strategic Market Planning

### GUEST LECTURES

2025 BUS 9824 (PhD): Experimental Design — Mediation  
2025 BUS 9824 (PhD): Experimental Design — Social Media Research  
2024 BUS 3301 (HBA): Marketing Management — Chapman's: The COVID-19 Ice Cream Controversy  
2022 BUS 9704 (PhD): Research Methods — An Introduction to Web scraping

### TEACHING ASSISTANT

2024 MSC 9059: Digital Marketing Analytics, Jeff Boichuk  
2024 HBA 3301: Marketing Management, Miranda Goode, Zhe Zhang  
2024 BUS 4535: Internet Marketing, Mike Taylor  
2024 BUS 4421: Business to Business Marketing and Sales Management, Mike Taylor  
2023 BUS 4421: Business to Business Marketing and Sales Management, Mike Taylor  
2023 BUS 4535: Internet Marketing, Mike Taylor  
2023 BUS 9205: Marketing Products and Services, Miranda Goode  
2022 BUS 9205: Marketing Products and Services, Miranda Goode  
2022 BUS 9468: Consumer Marketing 2.0, Matthew Diamond

## Selected Coursework

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- Multivariate Analysis — Lauren Cipriano
- Research Methods — Matthew Thomson
- Consumer Behavior — Miranda Goode
- Multilevel Modeling & Factor Analysis — Paul Tremblay
- Theories in Social Psychology — Lorne Campbell
- Mixed Methods and Marketing — Xin (Shane) Wang
- Experimental Design — Matthew Thomson
- Programming for Scientists — Duff Jones
- Sociology of Inequality — Bob Anderson
- Theories of Marketing — Kersi Antia
- Structural Equation Modeling — Paul Tremblay
- Qualitative Research Methods — Eileen Fischer

## References

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### **Dr. Kirk Kristofferson (Co-Chair)**

*George and Mary Turnbull Fellow,  
Associate Professor of Marketing*  
Ivey Business School  
**Email:** [kkristofferson@ivey.ca](mailto:kkristofferson@ivey.ca)

### **Dr. Miranda Goode (Co-Chair)**

*R.A. Barford Professor of Marketing*  
Ivey Business School  
**Email:** [mgoode@ivey.ca](mailto:mgoode@ivey.ca)

### **Dr. June Cotte**

*Kraft Professor of Marketing*  
Ivey Business School  
**Email:** [jcotte@ivey.ca](mailto:jcotte@ivey.ca)

## Abstracts

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### RETRIBUTIVE PHILANTHROPY

*Journal of Marketing Research*

Prosocial behavior research has historically considered altruistic or self-interested motives as the primary drivers for charitable giving. Recently, however, there have been many high-profile cases wherein consumers use their donations to harm others. The authors define this behavior, characterized by a desire for retribution resulting from witnessing or experiencing volitional wrongdoing, as “retributive philanthropy” and examine this phenomenon using a multimethod approach. Qualitative interviews with perpetrators and targets of retributive philanthropy reveal key themes of blameworthiness judgments, strong negative affect, and a desire to harm as a terminal goal of donation—none which are typically associated with prosocial behaviors. Analysis of real-world antivaccine protestor donation data finds similar themes of perceived wrongdoing and outrage related to retributive donations in a large-scale context. Five lab studies and five supplementary studies then demonstrate the effects of perceived volitional wrongdoing, harm, efficacy, and authoritarianism on willingness to make retributive donations. Together, these findings offer critical insight into an emerging mode of donation that is emotionally, motivationally, and behaviorally distinct from traditional prosocial behavior and has important implications for consumers and charitable marketers.

### HOW POLITICAL IDEOLOGY SHAPES PROSOCIAL CONSUMER BEHAVIOR RESEARCH

*Revise and Resubmit, Journal of Consumer Research*

The current investigation suggests that a lack of political diversity exists in the stimuli used in prosocial consumer behavior research, which poses challenges for the reliability and generalizability of such work. We review prosocial consumer behavior research from the leading marketing journals across twenty years and show that the study stimuli therein exhibit a consistent liberal skew. In a survey of contemporary prosocial consumer behavior researchers, we identify that the political beliefs of researchers and bias against conservative cause areas likely explain the observed political skew of stimuli in prosocial consumer research. Finally, two primary and three supplementary experiments demonstrate that unacknowledged political leaning of prosocial stimuli, and the unmeasured political beliefs of participants, can distort estimates of prior findings and theory if not accounted for in a thoughtful manner. This work contributes to the literature on prosocial consumer behavior by identifying a bias in stimuli selection that has resulted in an incomplete and distorted understanding of important theoretical frameworks and thus has likely hampered our knowledge of prosocial consumer behavior.

### FANFICTION: WHEN COPYRIGHT VIOLATION BENEFITS BRANDS

*In preparation for submission to the Journal of Marketing*

Fanfiction—user-generated stories that extend the worlds of existing media franchises—has historically been viewed as a threat to brands’ intellectual property rights. We challenge this assumption and demonstrate that fanfiction, while often infringing brands’ intellectual property, lacks key features that typically make intellectual property violations harmful to brands. Across 6 studies using survey, experimental, observation, and field-based methods, we demonstrate that fanfiction engagement does not decrease fans’ brand attachments or consumption intent, that monitoring fanfiction communities can be used to predict brand performance, and that brands can take active steps to encourage further fanfiction production by waiving intellectual property rights with respect to fanfiction, and that early encouragement of fanfiction authors can increase their output. In doing so, we frame fanfiction as a strategic resource, rather than a liability, that brands can leverage to better understand and engage with their most devoted fans.