

Ethan Milne

PHD CANDIDATE · IVEY BUSINESS SCHOOL

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Education

Ivey Business School, Western University

PHD, MARKETING

London, Ontario

Expected 2025

Ivey Business School, Western University

HBA, BUSINESS ADMINISTRATION

London, Ontario

2020

Research Interests

Theoretical: Consumer Behavior; Consumer Aggression; Prosocial Behavior

Substantive: Boycotts; Donation; Social Media; Online Aggression

Methodological: Experiments; Webscraping; Multilevel Modeling

Honors & Awards

- 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

PAPERS UNDER REVIEW

- **“Retributive Philanthropy”**, Milne, Kristofferson, & Goode. 3rd round invited revision, *Journal of Marketing Research*
 - SCP 2023 Schumman Dissertation Proposal Award, Honorable Mention
 - SSHRC Insight Grant (\$131,232), Primary Investigator: Kirk Kristofferson
 - SSHRC Explore Grant (\$6,000), Co-Primary Investigators: Ethan Milne, Kirk Kristofferson
 - Ivey Thesis Grant (\$3,000), Primary Investigator: Ethan Milne

WORKING PAPERS

- **“Status-Seeking Aggression”**, Milne, Kristofferson, & Goode. Target: *Journal of Marketing*
 - SCP 2023 Schumman Dissertation Proposal Award, Honorable Mention
 - Ivey Thesis Grant (\$3,000), Primary Investigator: Ethan Milne
 - Ivey Internal Research Grant (\$4,650), Primary Investigator: Ethan Milne
- **“Offensive Consumption”**, Milne, Kristofferson, & Goode. Target: *Journal of Consumer Psychology*
 - SCP 2023 Schumman Dissertation Proposal Award, Honorable Mention
 - Ivey Thesis Grant (\$3,000), Primary Investigator: Ethan Milne
- **“Fanfiction: When Copyright Violation Benefits Brands”**, Milne, Kristofferson, & Goode. Target: *Journal of Marketing*
- **“Defining Prosocial Consumer Behavior”**, Milne, Kristofferson, & Goode. Target: *Consumer Psychology Review*
- **“The Politics of Prosocial Behavior”**, Milne, Kristofferson, Goode, & White. Target: *Journal of Consumer Research*
- **“The Dark Side of Brand Activism”**, Sibai, Blyth, Campana, Milne, Aboelenien, Mal, Benmechaddal, Andehn & Beverland. Part of the Transformative Consumer Research Dialogical Conference, Target: *Journal of Marketing*

Presentations & Other Publications

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
- **Status-Seeking Aggression** (with Kirk Kristofferson & Miranda Goode)
 - Society for Consumer Psychology, March 2023
 - Association for Consumer Research, October 2022
- **Offensive Consumption** (with Kirk Kristofferson & Miranda Goode)
 - Association for Consumer Research, October 2024
 - Society for Consumer Psychology, March 2024
- **Fanfiction: When Copyright Violation Benefits Brands** (with Kirk Kristofferson & Miranda Goode)
 - 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
- **The Politics of Prosocial Behavior** (with Kirk Kristofferson, Miranda Goode, & Kate White)
 - Association for Consumer Research, October 2024
- **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

PUBLISHED ABRSTRACTS & CONFERENCE PROCEEDINGS

- **Milne**, Kristofferson, & Goode (Forthcoming). “Fanfiction: When Copyright Violation Benefits Brands”. Proceedings of the Document Academy
- **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
- **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

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
- **Teaching note for “Chapman’s: The COVID-19 Ice Cream Controversy”**, Ivey Publishing

OPEN-SOURCE SOFTWARE

- **FanficReaderR**: developed an R package for webscraping FanFiction website AO3
- **ggmemes**: developed a small {ggplot} theme package for creating political compass diagrams
- **ThemePark**: contributed {ggplot} theme templates

Service

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

Industry Experience

- 2021 Startup Founder, Marlow (Dragon’s Den Winner, over \$500,000 in seed funding)
- 2019 Data Scientist, Canadian Tire (Financial Planning & Analysis Division)

Teaching

GUEST LECTURES

- 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 Webscraping.

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

- 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

Dr. Kirk Kristofferson (Co-Chair)

*George and Mary Turnbull Fellow,
Assistant Professor of Marketing*
Ivey Business School
Western University
Email: kkristofferson@ivey.ca

Dr. Miranda Goode (Co-Chair)

R.A. Barford Professor of Marketing
Ivey Business School
Western University
Email: mgoode@ivey.ca

Dr. June Cotte

Kraft Professor of Marketing
Ivey Business School
Western University
Email: jcotte@ivey.ca

Abstracts

RETRIBUTIVE PHILANTHROPY

In preparation for 3rd round invited revision, 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. We define this novel charitable behavior, characterized by a desire for retribution resulting from witnessing or experiencing intentional wrongdoing, as “retributive philanthropy” and examine this phenomenon using a multi-method approach. Analysis of real-world anti-vaccine protestor donation data (N = 100,270) reveals that exposure to perceived wrongdoing is associated with consumers donating greater amounts to retributive charities. Qualitative interviews (N = 10) with perpetrators and targets of retributive philanthropy reveal key themes of blameworthiness judgments, strong negative affect, and a desire to harm another as a terminal goal of donation—all of which are not typically associated with prosocial behaviors. Five lab studies (N = 4,732) and six supplementary studies (N = 3,761) then demonstrate the effects of perceived intent, harm, efficacy, and authoritarianism on willingness to make retributive donations. Together, these findings offer critical insight into a novel mode of donation that is emotionally, motivationally, and behaviorally distinct from traditional prosocial behavior and has important implications for consumers and charitable marketers.

OFFENSIVE CONSUMPTION

In preparation for submission to the Journal of Consumer Psychology

Prior research suggests that consumers do not want to offend others and will thus avoid purchasing or displaying offensive products as a general rule. We qualify this line of research by proposing that this avoidance does not apply to outgroup-offending products and generate a set of hypotheses regarding what conditions and individual traits are likely to result in intentional offensive consumption. Across three lab studies (N=1,523), we demonstrate that consumers are more willing to purchase products that offend outgroups, and that such effects are strengthened when consumers are status seeking, are high in outgroup dissociation, and have aggressive humour styles.

THE POLITICS OF PROSOCIAL BEHAVIOR

In preparation for submission to the Journal of Consumer Research

A lack of political diversity in prosocial consumer behavior research poses challenges for the reliability and generalizability of contemporary prosocial consumer behavior research. We survey contemporary prosocial consumer behavior research across the leading marketing journals and find that the study stimuli, therein, exhibit a consistent left-wing skew. Additionally, we survey contemporary prosocial consumer behavior researchers and identify that the political beliefs of researchers and bias against conservative researchers and conservative cause areas likely explain the observed political skew of stimuli in contemporary research in prosocial research. Finally, two lab studies demonstrate that unacknowledged political valence of prosocial stimuli and the unacknowledged political beliefs of participants can distort estimates of the effects of individual differences on donation.

FANFICTION: WHEN COPYRIGHT VIOLATION BENEFITS BRANDS

In preparation for submission to the Journal of Marketing

We investigate fanfiction (i.e., original fiction adopting elements of pre-existing media), as a copyright-violating phenomenon and show it can benefit brands. Our work first identifies two benefits of fanfiction: 1) reading fanfiction increases purchase intent for brand content, 2) and fanfiction production rates can be used to generate more accurate estimates of next-week TV viewership. Next, we identify two means by which brands can grow their fanfiction communities by waiving copyright protection and through early encouragement of fanfiction authors. We demonstrate these results across three real-world datasets representing billions of words of fanfiction content, and one lab study (N=600).