

# Josh Gonzales

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## PROFESSIONAL SUMMARY

I am an interdisciplinary scholar specializing in consumer psychology, entertainment, and technology acceptance. My research currently addresses the role of morality in music consumption, and how consumers fit in while standing out. I have extensive experience in competitive grant acquisition, curriculum design, and industry leadership.

## AWARDS AND FUNDING

### Selected Awards and Funding

**SSHRC Joseph-Armand Bombardier Canada Graduate CGS D Scholarship, \$105,000**  
(2021 – 2024)

**Milad Ghasemi Ariani Graduate Teaching Assistant Award of Excellence, \$500** (2022)

**SSHRC Joseph-Armand Bombardier Canada Graduate Master's Scholarship, \$17,500**  
(2015 – 2016)

**Queen Elizabeth II Diamond Jubilee Scholarship, \$14,600** (2016)

### Complete List

**Braithwaite Conference Travel Grant, \$3,495.36** (2025)

**Special Dean's Award - Graduate Student Funding Challenge, \$1,000** (2025)

**SSHRC Joseph-Armand Bombardier Canada Graduate CGS D Scholarship, \$105,000**  
(2021 – 2024)

**Milad Ghasemi Ariani Graduate Teaching Assistant Award of Excellence, \$500** (2022)

**Ontario Graduate Scholarship, \$15,000** (2021 – 2022) [Declined]

**Lang Scholar Doctoral Entrance Scholarship, \$20,000** (2020 – 2021)

**Queen Elizabeth II Diamond Jubilee Scholarship, \$14,600** (2016)

**SSHRC Joseph-Armand Bombardier Canada Graduate Master's Scholarship, \$17,500**  
(2015 – 2016)

**SSHRC Enhancement Award**, University of Regina, \$3,000 (2015)

**Academic Silver Prize**, University of Regina (2014)

**Honours Symposium Award**, Department of Psychology, University of Regina (2014)

**Dean's List**, University of Regina (2012 – 2013)

**Academic Silver Scholarship**, University of Regina, \$600 (2013)

**Honours Psychology Scholarship B**, Luther College, \$600 (2013)

**Luther College Faculty Scholarship**, Luther College, \$500 (2013)

**Honours Psychology Scholarship A**, Luther College, \$600 (2012)

## **Other Funding**

**Artist Development Grant**, Foundation Assisting Canadian Talent on Recordings, \$2,000 (2018 – 2019)

## **PEER-REVIEWED PUBLICATIONS**

**Gonzales, J.**, & Mishra, S. (2025). *Relative state predicts risk-taking*. [Under review].

**Gonzales, J.**, & Refaie, N. (2025). *Misrepresented as a monolith: the fragility of the aggregated Asian social category in stereotype content models*. [Under review].

**Gonzales, J.**, Mishra, S., & Camp, R. D. (2017). For the win: risk-sensitive decision-making in teams. *Journal of Behavioral Decision Making*, 30(2), 462-472.

<https://doi.org/10.1002/bdm.1965>

Carleton, R. N., Duranceau, S., Shulman, E. P., Zerff, M., **Gonzales, J.**, & Mishra, S. (2016). Self-reported intolerance of uncertainty and behavioural decisions. *Journal of Behavior Therapy and Experimental Psychiatry*, 51, 58-65. <https://doi.org/10.1016/j.jbtep.2015.12.004>

Mishra, S., & **Gonzales, J.** (2014). Sources of behavioral variability and the etiology of psychopathology. *Psychological Inquiry*, 25(3-4), 355-359.

<https://doi.org/10.1080/1047840X.2014.916595>

## WORKING PAPERS

**Gonzales, J., & Zhu, Y. (2025).** *The Icarus Effect: How Aesthetic Excellence Triggers Moral Condemnation of Human-AI Co-Creation*. [Manuscript in preparation]. Gordon S. Lang School of Business, University of Guelph, Ontario.

**Gonzales, J., & Refaie, N.. (2025).** *Fairness and impression management through AI*. [Manuscript in preparation]. Gordon S. Lang School of Business, University of Guelph, Ontario.

**Gonzales, J. (2025).** *AI Governance for progress in education*. [Manuscript in preparation].

**Gonzales, J., & Mishra, S. (2024).** *A past present trade-off: nostalgia, mindfulness, and intolerance of uncertainty*. Gordon S. Lang School of Business, University of Guelph, Ontario. <https://doi.org/10.31234/osf.io/zftdg>

## RESEARCH SOFTWARE

**Gonzales, J. (2026).** *consumeR: transparent analytical workflows for marketing and consumer research* (Version 0.1.0) [R package]. [Submitted to *Journal of Open Source Software*]. Zenodo. <https://doi.org/10.5281/zenodo.18210196>

## REPORTS AND BOOK CHAPTERS

Kennedy, H., **Gonzales, J., & Pegoraro, A. (2022).** Digital sport fandom. In *Routledge Handbook of Sport Fans and Fandom* (1st Edition, pp. 261–272). Routledge.

**Gonzales, J., & Mishra, S. (2021).** Heuristics. In T. K. Shackelford & V. A. Weekes-Shackelford (Eds.), *Encyclopedia of Evolutionary Psychological Science* (pp. 3683–3685). Springer International Publishing. [https://doi.org/10.1007/978-3-319-19650-3\\_626](https://doi.org/10.1007/978-3-319-19650-3_626)

Mishra, S., Novakowski, D., & **Gonzales, J. (2021).** Judgment and decision-making. In T. K. Shackelford & V. A. Weekes-Shackelford (Eds.), *Encyclopedia of Evolutionary Psychological Science* (pp. 4333–4337). Springer International Publishing. [https://doi.org/10.1007/978-3-319-19650-3\\_628](https://doi.org/10.1007/978-3-319-19650-3_628)

## CONFERENCE PRESENTATIONS

### Selected presentations

**Gonzales, J., & Zhu, Y. (2026, February).** *Artificial creativity, real morality: Consumer reactions to AI music* [Paper presentation]. American Marketing Association Winter Academic Conference, Marid, Spain.

**Gonzales, J., & Zhu, Y.** (2025, October). *Digital dissonance: How AI-generated art tests our moral compass* [Poster presentation]. Association for Consumer Research Conference, Washington, DC, United States.

**Gonzales, J.** (2024, November). *How to create your own indie label* [Invited talk]. Creative Enterprise Hub, Toronto Metropolitan University, Toronto, ON, Canada.

**Gonzales, J., Pegoraro, A., & Mishra, S.** (2023, November). *Inequality in music consumption: A comparative analysis of 67 countries* [Poster presentation]. Society for Judgement and Decision Making Conference, San Francisco, CA, United States.

## Full presentation list

**Gonzales, J., & Zhu, Y.** (2026, February). *Artificial creativity, real morality: Consumer reactions to AI music* [Paper presentation]. American Marketing Association Winter Academic Conference, Madrid, Spain.

**Gonzales, J., & Zhu, Y.** (2026, March). *AI music and moral reasoning* [Paper presentation, under review]. Society for Consumer Psychology, San Diego, CA, United States.

**Gonzales, J., & Zhu, Y.** (2025, October). *Digital dissonance: How AI-generated art tests our moral compass* [Poster presentation]. Association for Consumer Research Conference, Washington, DC, United States.

**Gonzales, J.** (2024, November). *How to create your own indie label* [Invited talk]. Creative Enterprise Hub, Toronto Metropolitan University, Toronto, ON, Canada.

**Gonzales, J., Pegoraro, A., & Mishra, S.** (2023, November). *Inequality in music consumption: A comparative analysis of 67 countries* [Poster presentation]. Society for Judgement and Decision Making Conference, San Francisco, CA, United States.

**Gonzales, J.** (2023, June). *The need for need: Considerations for satisficing in the explore-exploit trade-off* [Paper presentation]. Darwin Day Conference, Guelph, ON, Canada.

**Gonzales, J., Pegoraro, A., & Mishra, S.** (2022, November). *NBA decision-making: Risk-taking and future discounting with resource limitations* [Poster presentation]. Society for Judgement and Decision Making Conference, San Diego, CA, United States.

Warwick, L., **Gonzales, J.**, Kennedy, H., Pegoraro, A., & Mishra, S. (2021, June). *Leadership diversity and COVID-19 risk management in NCAA Division I football* [Paper presentation]. North American Society for Sport Conference.

**Gonzales, J.** (2021, December). *The philosophy of signaling theory: the true nature of communicating unknown characteristics* [Presentation at the Lang School of Business Graduate Seminar]. University of Guelph, Guelph, ON, Canada.

Chan, M., & **Gonzales, J.** (2018, May). *A case study for the Saskatchewan Partnership of Arts Research* [Paper presentation]. 87th Congress of the Humanities and Social Sciences, Regina, SK, Canada.

**Gonzales, J.**, & Mishra, S. (2016, July). *Engagement in hobbies as a window into sexual selection* [Poster presentation]. 28th Human Behavior and Evolution Society Conference, Vancouver, BC, Canada.

**Gonzales, J.**, & Mishra, S. (2016, June). *In need of points: Teams make adaptive risk-sensitive decisions* [Poster presentation]. 10th Northeastern Evolutionary Psychology Society Conference, Halifax, NS, Canada.

Mishra, S., **Gonzales, J.**, & Watson, L. (2016, May). *Sex differences in allocating time and energy to hobbies and interests: An update* [Paper presentation]. 8th Rupert's Land Consumer Behavior Symposium, Saskatoon, SK, Canada.

**Gonzales, J.**, & Mishra, S. (2015, May). *Clear goals, high need, can't lose: Risk-sensitive decision-making in two football populations* [Poster presentation]. 27th Human Behavior and Evolution Society Conference, Columbia, MO, United States.

Mishra, S., Watson, L., & **Gonzales, J.** (2015, May). *Sex differences in allocating time and energy to hobbies and interests* [Paper presentation]. 7th Rupert's Land Consumer Behavior Symposium, Winnipeg, MB, Canada.

**Gonzales, J.**, & Mishra, S. (2014, May). *For the win: Risk-sensitivity theory in football decision-making* [Paper presentation]. 44th Ontario Ecology, Ethology, and Evolution Colloquium, Guelph, ON, Canada.

**Gonzales, J.**, & Mishra, S. (2014, May). *For the win: Risk-sensitivity theory in football decision-making* [Poster presentation]. 9th Southern Ontario Behavioral Decision Research Conference, Guelph, ON, Canada.

Duranceau, S., Carleton, R. N., Zerff, M., **Gonzales, J.**, & Mishra, S. (2015, April). *Behavioral responses to uncertainty: The relationship between intolerance of uncertainty and performance on three decision-making tasks* [Poster presentation]. 35th Anxiety and Depression Association of America Conference, Miami, FL, United States.

**Gonzales, J.**, & Watson, L. (2013, June). *Entitlement scale validation* [Poster presentation]. 74th Annual Canadian Psychological Association Convention, Quebec, QC, Canada.

Price, J., **Gonzales, J.**, & Fitzgerald, R. J. (2012, February). *Sex differences in memory for details of a crime* [Poster presentation]. 7th Graduate and Undergraduate Research Conference, Regina, SK, Canada.

# ACADEMIC EXPERIENCE

## Relevant experience

**Sessional Lecturer**, Gordon S. Lang School of Business and Economics, University of Guelph (2023 – 2024). Class: HTM\*3080 Marketing Strategy for Hospitality Managers

**Teaching Assistant**, Gordon S. Lang School of Business and Economics, University of Guelph (2026). Teacher: Dr. Sandeep Mishra. Class: MCS\*4910 AI in Sales and Marketing.

**Teaching Assistant**, Gordon S. Lang School of Business and Economics, University of Guelph (2025). Teacher: Dr. Sandeep Mishra. Class: MCS\*3620 Integrated Marketing Communications.

**Sessional Lecturer**, Gordon S. Lang School of Business and Economics, University of Guelph (2022). Class: HTM\*3220 Sales, Sponsorship, and Stakeholder Engagement in Sports

**Sessional Lecturer**, Gordon S. Lang School of Business and Economics, University of Guelph (2025 – 2026). Class: MGMT\*2190 Justice, Equity, Diversity, and Inclusion in the Workplace

**Teaching Assistant**, Gordon S. Lang School of Business and Economics, University of Guelph (2020 – 2021). Teacher: Dr. Ann Pegoraro. Class: HTM\*2020 Sport & Event Tourism

**Market Research Assistant**, Faculty of Business Administration, University of Regina (2017). Supervisor: Dr. Gina Grandy

## Full experience list

**Sessional Lecturer**, Gordon S. Lang School of Business and Economics, University of Guelph (2025 – 2026). Class: MGMT\*2190 Justice, Equity, Diversity, and Inclusion in the Workplace

**Teaching Assistant**, Gordon S. Lang School of Business and Economics, University of Guelph (2026). Teacher: Dr. Sandeep Mishra. Class: MCS\*4910 AI in Sales and Marketing.

**Teaching Assistant**, Gordon S. Lang School of Business and Economics, University of Guelph (2025). Teacher: Dr. Sandeep Mishra. Class: MCS\*3620 Integrated Marketing Communications.

**Sessional Lecturer**, Gordon S. Lang School of Business and Economics, University of Guelph (2023 – 2024). Class: HTM\*3080 Marketing Strategy for Hospitality Managers

**Sessional Lecturer**, Gordon S. Lang School of Business and Economics, University of Guelph (2022). Class: HTM\*3220 Sales, Sponsorship, and Stakeholder Engagement in Sports

**Teaching Assistant**, Gordon S. Lang School of Business and Economics, University of Guelph (2021). Teacher: Dr. Michael Lever. Class: MGMT\*4000 Strategic Management

**Teaching Assistant**, Gordon S. Lang School of Business and Economics, University of Guelph (2020 – 2021). Teacher: Dr. Ann Pegoraro. Class: HTM\*2020 Sport & Event Tourism

**Market Research Assistant**, Faculty of Business Administration, University of Regina (2017). Supervisor: Dr. Gina Grandy

**Research Assistant**, Department of Psychology, University of Regina (2013 – 2016). Supervisor: Dr. Heather Price

**Teaching Assistant**, Department of Psychology, University of Regina (2015). Teacher: Dr. Kristi Wright.

**Research Assistant**, Faculty of Business Administration, University of Regina (2014 – 2015). Supervisor: Dr. Sandeep Mishra

**Research Assistant**, Faculty of Business Administration, University of Regina (2013 – 2014). Supervisor: Dr. Adrian Pitariu

**Research Assistant**, Department of Psychology, University of Regina (2013). Supervisor: Dr. Katherine Robinson

**Research Assistant**, Faculty of Business Administration, University of Regina (2012 – 2013). Supervisor: Dr. Lisa Watson

## **EDUCATION**

**PhD (Candidate)**, University of Guelph (Expected graduation: May 2026)  
SSHRC CGS D Recipient

**M.A.**, University of Regina (2018)  
SSHRC CGS M Recipient  
Queen Elizabeth Jubilee Scholar

**B.A., Hon.**, University of Regina (2014)  
High Honours; International Designation

## **Certifications and Qualifications**

**Google Prompting Essentials**  
Google, Coursera (2025)

**Google AI Essentials**  
Google, Coursera (2024)

## **Customer Analytics**

University of Pennsylvania, Coursera (2016)

## **SERVICE EXPERIENCE**

**Board Member**, Board of Directors, CFRU Campus and Community Radio in Guelph (2024 – present)

**Lang Diversity Council**, Gordon S. Lang School of Business and Economics, University of Guelph, (2022 – 2024)

**Hiring Committee Assistant/Associate Professor in Sport Management**, School of Hospitality, Food & Tourism Management, University of Guelph, (2021)

**School of Hospitality, Food & Tourism Management Representative**, Board of Directors, Graduate Student Association, University of Guelph, (2021 – 2023)

**Judge**, Lead With Light Awards Gala, Guelph Project Management Collective. (2025, November).

**First Year Experimental and Applied Representative**, University of Regina Psychology Graduate Students Association, (2015 – 2016)

**Undergraduate Mentor**, Department of Psychology, University of Regina (2015 – 2016)

**Vice President**, University of Regina Psychology Students Association (2013 – 2014)

**Sustainability Volunteer**, Royal Canadian Mounted Police Depot (2013)

**Vice President of Finance**, University of Regina Psychology Students Association (2012 – 2013)

**Student Affiliate**, Enactus Regina (2012 – 2013)

**Music Therapy and Recreation Volunteer**, Wascana Rehabilitation Centre (2011)

**Director of Publications**, University of Regina Science Students Society (2010 – 2011)

**Assistant Coach**, Selects Basketball Calgary (2010)

## **INDUSTRY EXPERIENCE**

**Research Director**, Trifecta Sound Co. (2020 – present)

**Board Member**, Board of Directors, CFRU Campus and Community Radio (2024 – present)

**Campus Partner**, Perplexity AI (2025 – present)

**Program Manager**, Josh Gonzales Music (2014 – present)

**Photographer and Videographer**, future.nostalgia (2017 – present)

**Communications Coordinator**, University of Guelph Graduate Students Association (2024 – 2025)

**Marketing Manager**, Lexus Royal Oak (2020)

**Social Media Manager**, Creative City Centre (2018 – 2020)

**Operations Manager**, Trifecta Sound Co. (2018 – 2019)

**Board Member**, Board of Directors, SaskMusic (2016 – 2018)

**Research Coordinator**, Trifecta Sound Co. (2017)

**Legislation, Policy, and Planning Student**, Saskatchewan Ministry of Justice (2014).

## OTHER PUBLICATIONS AND PRESENTATIONS

**Gonzales, J.** (2025). *Why AI help can make you seem less caring*. Psychology Today.

**Gonzales, J.** (2025). *When real starts to feel fake: the “giving NPC” effect*. Psychology Today.

**Gonzales, J.** (2025). *Why giving options makes a gift feel less personal*. Psychology Today.

**Gonzales, J.** (2025). *What your hobbies say about you (whether you like it or not)*. Psychology Today.

**Gonzales, J.** (2025). *Why your best purchase is one you can’t return*. Psychology Today.

**Gonzales, J.** (2023). *Why no preference communication backfires*. Psychology Today.

**Gonzales, J.** (2020). *Problems with PER in the NBA*. Towards Data Science.

**Gonzales, J.** (2019). *Neurotics are better at faster decisions*. Psychology Today.

**Gonzales, J.** (2019). *An alternative to the hot hand effect?* Psychology Today.

**Gonzales, J.** (2019). *When your first choice is your best choice*. Psychology Today.

**Gonzales, J.** (2019). *What it takes to be a champion*. Psychology Today.

**Gonzales, J.** (2017). *Yearning for community in the land of the living skies*. Gigwise.

**Gonzales, J., & Mishra, S.** (2016). *Going for it: When risk is worth it, and when it's not*. The Evolution Institute.