

Tom VAN LAER

Professor

Academy: Transformation

Research center: Marketing Interactions

Campus: Lille

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Research interests

Persuasive Language, Storytelling

Education

2021	Fellow of the Higher Education Academy, Great Britain
2011	Doctorat (PhD) en Marketing, Maastricht University, The Netherlands
2006	Master (MA) in Communication and Information Sciences, Radboud University, The Netherlands
2024	Certified Practising Marketer, Australian Marketing Institute, Australia
2015	Proficiency in Case Teaching, the Case Centre, Great Britain
2008	Proficiency in English, University of Cambridge, Great Britain

Experience

Full-time academic positions

Since 2026	Professor of Persuasive Language and Storytelling, SKEMA Business School, France
2019 - 2026	Associate Professor of Narratology, The University of Sydney, Australia
2024 - 2025	Visiting Faculty, Maastricht University, The Netherlands
2018 - 2019	Reader of Marketing, Bayes Business School, Great Britain
2015 - 2018	Senior Lecturer in Marketing, Bayes Business School, Great Britain
2017	Visiting Faculty, Monash University, Australia
2014 - 2016	Visiting Faculty, The University of Sydney, Australia
2011 - 2015	Assistant Professor, ESCP Business School, France
2010 - 2011	Visiting Faculty, UNSW Sydney, Australia
2007 - 2011	PhD Candidate, Maastricht University, The Netherlands

Other academic affiliations and appointments

2024 - 2026	Deputy Head of the Discipline [Department] of Marketing, The University of Sydney, Australia
2022 - 2025	Membership Executive Manager, The Association for Consumer Research, United States of America

Other professional experiences

2006 - 2009	Marketing Communications Officer, Maastricht University, The Netherlands
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Research grants, Awards and Honors

Awards and Honors

2025	Marketing Research Excellence Award, The University of Sydney, Australia
2025	Nominated for the Business School Research Excellence Award, The University of Sydney, Australia
2025	The Annual Conference Best Competitive Paper Award (Politics and Governance) Honorable Mention, The Association for Consumer Research, United States of America
2024	Inspiration Award for Challenging Students to Learn, The University of Sydney, Australia
2023	Nominated for the Business School Research Excellence Award, The University of Sydney, Australia
2023	The Conference Runner-Up for Best Paper in the Consumer Culture Theory Track, Australian & New Zealand Marketing Academy, New Zealand
2022	Unit of Study Student Survey Award for Teaching, The University of Sydney, Australia
2022	Nominated for the Wayne Lonergan Award for Outstanding Teaching, The University of Sydney, Australia

Publications

Peer-reviewed journal articles

- CHADWICK, V., GOLDWATER, M.B., VAN LAER, T., SMITH, J., CVEJIC, E., MCCAFFERY, K.J. and COPP, T. (2026). Influence of Anecdotes of IVF Success on Treatment Decision Making: An Online Randomized Controlled Trial. *Medical Decision Making*, 46(1), pp. 15-25.
- ORAZI, D.C., HAMBY, A., HERHAUSEN, D., VAN LAER, T., LUDWIG, S., GONSALVES, C. and GREWAL, D. (2025). Verbal persuasion in marketing: A multimethod meta-analysis of analytical and narrative processing. *Journal of the Academy of Marketing Science*, 53(6), pp. 1600-1623.
- VAN LAER, T. and SMITH, M.E. (2025). Responsibilizing the Net-Zero Hero? Creation and Implications of a Tragic Subject Position. *Journal of Public Policy and Marketing*, 44(4), pp. 542-558.
- VAN LAER, T. and ORAZI, D.C. (2024). Narrative Agency. *Journal of the Association for Consumer Research*, 9(1), pp. 95-105.
- ORAZI, D.C. and VAN LAER, T. (2023). There and Back Again: Bleed from Extraordinary Experiences. *Journal of Consumer Research*, 49(5), pp. 904-925.
- HAMBY, A. and VAN LAER, T. (2022). Not Whodunit But Whydunit: Story Characters' Motivations Influence Audience Interest in Services. *Journal of Service Research*, 25(1), pp. 48-65.
- VAN LAER, T. (2020). It's the Story, Stupid: The Consumer Reviews Most Likely to Influence Purchasing Decisions. *NIM Marketing Intelligence Review*, 12(2), pp. 46-51.
- BERTELE, K., FEIEREISEN, S., STOREY, C. and VAN LAER, T. (2020). It's not what you say, it's the way you say it! Effective message styles for promoting innovative new services. *Journal of Business Research*, 107, pp. 38-49.
- VAN LAER, T., EDSON ESCALAS, J., LUDWIG, S. and VAN DEN HENDE, E.A. (2019). What Happens in Vegas Stays on TripAdvisor? A Theory and Technique to Understand Narrativity in Consumer Reviews. *Journal of Consumer Research*, 46(2), pp. 267-285.
- ALETI, T., PALLANT, J.I., TUAN, A. and VAN LAER, T. (2019). Tweeting with the Stars: Automated Text Analysis of the Effect of Celebrity Social Media Communications on Consumer Word of Mouth. *Journal of Interactive Marketing*, 48(1), pp. 17-32.
- VAN LAER, T., FEIEREISEN, S. and VISCONTI, L.M. (2019). Storytelling in the digital era: A meta-analysis of relevant moderators of the narrative transportation effect. *Journal of Business Research*, 96, pp. 135-146.
- VAN LAER, T. and IZBERK-BILGIN, E. (2019). A discourse analysis of pilgrimage reviews. *Journal of Marketing Management*, 35(5-6), pp. 586-604.

VAN LAER, T., VISCONTI, L.M. and FEIEREISEN, S. (2018). Need for narrative. *Journal of Marketing Management*, 34(5-6), pp. 484-496.

GORDON, R., CIORCIARI, J. and VAN LAER, T. (2018). Using EEG to examine the role of attention, working memory, emotion, and imagination in narrative transportation. *European Journal of Marketing*, 52(1/2), pp. 92-117.

FARACE, S., VAN LAER, T., DE RUYTER, K. and WETZELS, M. (2017). Assessing the effect of narrative transportation, portrayed action, and photographic style on the likelihood to comment on posted selfies. *European Journal of Marketing*, 51(11/12), pp. 1961-1979.

LUDWIG, S., VAN LAER, T., DE RUYTER, K. and FRIEDMAN, M. (2016). Untangling a Web of Lies: Exploring Automated Detection of Deception in Computer-Mediated Communication. *Journal of Management Information Systems*, 33(2), pp. 511-541.

VAN LAER, T. (2014). The Means to Justify the End: Combating Cyber Harassment in Social Media. *Journal of Business Ethics*, 123(1), pp. 85-98.

VAN LAER, T., DE RUYTER, K., VISCONTI, L.M. and WETZELS, M. (2014). The Extended Transportation-Imagery Model: A Meta-Analysis of the Antecedents and Consequences of Consumers' Narrative Transportation. *Journal of Consumer Research*, 40(5), pp. 797-817.

VAN LAER, T., DE RUYTER, K. and COX, D. (2013). A Walk in Customers' Shoes: How Attentional Bias Modification Affects Ownership of Integrity-violating Social Media Posts. *Journal of Interactive Marketing*, 27(1), pp. 14-27.

VAN LAER, T. and DE RUYTER, K. (2010). In stories we trust: How narrative apologies provide cover for competitive vulnerability after integrity-violating blog posts. *International Journal of Research in Marketing*, 27(2), pp. 164-174.

VAN LAER, C.J.P. and VAN LAER, T. (2007). The shortage of legal dictionaries translating European languages. *Terminology. International Journal of Theoretical and Applied Issues in Specialized Communication*, 13(1), pp. 85-92.

Keynote speaker

VAN LAER, T. (2025). Más allá del Basurero: Comportamiento Ciudadano y las Narrativas en la Gestión de Residuos [Beyond the Trash Can: Citizen Behavior and Narratives in Waste Management]. In: Pontifical Catholic University of Chile. Santiago.

VAN LAER, T. (2025). Laboratoire de Recherche en Gestion Assemblée Générale Annuelle [Management Research Laboratory Annual General Meeting]. In: University of Lille. Lille.

VAN LAER, T. (2024). Storytelling, Interaction and Societal Impact Symposium. In: Utrecht University. Utrecht.

VAN LAER, T. (2023). International Cleveringa Address. In: Leiden University & Embassy of the Kingdom of the Netherlands. Canberra.

Conference presentations

VAN LAER, T. (2026). Multiperspectivity and stakeholder tensions in market transitions toward sustainability. In: American Marketing Association Winter Academic Conference. Madrid.

VAN LAER, T. (2026). How deliberate content creation amplifies perceived injustice and predicts retaliatory behavior. In: American Marketing Association Winter Academic Conference. Madrid.

VAN LAER, T. (2025). Foreshadowing collective discontent with deliberate, less moderated online content. In: Association for Consumer Research annual conference. Washington, D.C.

VAN LAER, T. (2025). An interdisciplinary perspective to understand the intersection between generational identities and narrative consumption. In: Consumer Culture Theory Conference. London.

VAN LAER, T. (2025). Strategic communication for social movements: Creative storytelling in climate fiction movies. In: European Academy of Management conference. Firenze.

VAN LAER, T. (2024). When is it too much? Magnitude of change as driver of consumer responses to brand political activism messages. In: Association for Consumer Research annual conference. Paris.

VAN LAER, T. (2024). Life imitates art imitates life...: A framework for understanding the intersection between narrative consumption and generational identities. In: Mallen Screen Entertainment Conference. Cambridge.

VAN LAER, T. (2024). The political effects of entertainment media: Theory and methods. In: American Political Science Association Annual Meeting & Exhibition. Philadelphia.

VAN LAER, T. (2024). Responsibilizing the Net-Zero Hero? Creation and implications of a tragic subject position. In: Association for Consumer Research Asia-Pacific conference. Bali.

VAN LAER, T. (2024). The growing inaccessibility of conferences and the future of the model. Roundtable discussant. In: Association for Consumer Research Asia-Pacific conference. Bali.

VAN LAER, T. (2024). Responsibilizing the Net-Zero Hero? Creation and implications of a tragic subject position. In: ISMS Marketing Science Conference. Sydney.

VAN LAER, T. (2023). Responsibilizing the Net-Zero Hero? How national-level market actors fail to shift responsibility to consumers. In: Australian & New Zealand Marketing Academy Conference. Dunedin.

VAN LAER, T. (2023). Imagine the future: The role of creativity in consumer response to brand political activism message. In: Association for Consumer Research annual conference. Seattle.

VAN LAER, T. (2023). How national-level market actors fail to shift responsibility to consumers. In: Frontiers in Service Conference. Maastricht.

VAN LAER, T. (2023). Impact of anecdotal stories of IVF success on continuing IVF treatment: A randomised controlled trial in females from the Australian general population. In: Congress of the Pacific Society for Reproductive Medicine. Sydney.

VAN LAER, T. (2023). Consumer reactions to brand political activism: The immunizing effect of brand anthropomorphism. In: Society for Consumer Psychology conference. San Juan.

VAN LAER, T. (2022). Bleed from extraordinary experiences. In: Association for Consumer Research annual conference. Denver.

Faculty research seminar presentations

VAN LAER, T. (2025). . . In: Pontifical Catholic University of Chile. Santiago.

VAN LAER, T. (2025). . . In: Goethe-Universität Frankfurt. Frankfurt.

VAN LAER, T. (2025). . . In: University of Manchester. Manchester.

VAN LAER, T. (2025). . . In: Association for Consumer Research. online.

VAN LAER, T. (2025). . . In: HEC Paris. Paris.

VAN LAER, T. (2024). . . In: HEC Paris. Paris.

VAN LAER, T. (2024). . . In: Uppsala universitet. Uppsala.

VAN LAER, T. (2024). . . In: Copenhagen Business School. Copenhagen.

VAN LAER, T. (2024). . . In: EDHEC. Lille.

VAN LAER, T. (2024). . . In: TBD Education. Toulouse.

VAN LAER, T. (2024). . . In: King's College. London.

VAN LAER, T. (2024). . . In: VU Amsterdam. Amsterdam.

VAN LAER, T. (2024). . . In: emlyon. Lyon.

VAN LAER, T. (2024). . . In: University of Auckland. Auckland.

VAN LAER, T. (2023). . . In: Vanderbilt University. Nashville.

VAN LAER, T. (2023). . . In: Tilburg University. Tilburg.

VAN LAER, T. (2023). . . In: Maastricht University. Maastricht.

VAN LAER, T. (2023). . . In: Wilfrid Laurier University. Waterloo.

VAN LAER, T. (2023). . . In: University of Melbourne. Melbourne.

VAN LAER, T. (2023). . . In: Macquarie University. Sydney.

VAN LAER, T. (2023). . . In: University of Adelaide. Adelaide.

VAN LAER, T. (2022). . . In: University of Queensland. Brisbane.

VAN LAER, T. (2022). . . In: University of Technology Sydney. Sydney.

VAN LAER, T. (2020). . . In: University of Melbourne. Melbourne.

VAN LAER, T. (2018). . . In: University of Melbourne. Melbourne.

VAN LAER, T. (2017). . . In: University of Melbourne. Melbourne.

VAN LAER, T. (2017). . . In: Macquarie University. Sydney.

VAN LAER, T. (2015). . . In: University of Melbourne. Melbourne.

VAN LAER, T. (2013). . . In: HEC Paris. Paris.

VAN LAER, T. (2012). . . In: Maastricht University. Maastricht.

VAN LAER, T. (2010). . . In: University of Melbourne. Melbourne.

Other research activities

Senior or associate editor

Since 2024 International Journal of Research in Marketing

Editorial board member

Since 2024 International Journal of Research in Marketing

Reviewer for:

Communication Research Reports, Consumption Markets & Culture, European Journal of Marketing, Journal of the Academy of Marketing Science

Organization of a conference or a seminar

2025 Co-chair annual conference Working Paper track, The Association for Consumer Research, United States of America

2022 - 2025 Chair of the annual conferences Newcomers' Breakfast, The Association for Consumer Research, United States of America

2022 - 2025 Co-chair of the Virtual Socials and Method Webinars, The Association for Consumer Research, United States of America

Affiliations

2025 Mentor for the Doctoral Competition for Conceptual Articles, Academy of Marketing Science, United States of America

2023 - 2025 Mentor for the Annual Doctoral Symposium, The Association for Consumer Research, United States of America

2024 Mentor, Mallen Screen Entertainment PhD Symposium 2024, Great Britain

Other academic activities

- 2025 Doctoral seminar, HEC Paris, France
- 2025 Doctoral seminar, Maastricht University, The Netherlands
- 2025 Conference programme committee member annual conference, The Association for Consumer Research, United States of America
- 2024 Doctoral seminar, King's College London, Great Britain
- 2024 Doctoral seminar, Vrije Universiteit Amsterdam, The Netherlands
- 2024 Doctoral seminar, Auckland University, New Zealand
- 2024 Plenary address, Mullen Screen Entertainment PhD Symposium 2024, Great Britain
- 2024 Doctoral seminar, Uppsala University, Sweden
- 2024 Conference programme committee member Asia-Pacific conference, The Association for Consumer Research, United States of America
- 2024 Panel discussant, Policy & Internet Conference 2024, Australia
- 2024 Doctoral seminar, TBS Business School
- 2023 Doctoral seminar, University of Adelaide, Australia
- 2023 Doctoral seminar, Wilfrid Laurier University, Canada
- 2023 Conference programme committee member annual conference, The Association for Consumer Research, United States of America
- 2022 Doctoral seminar, University of Queensland, Australia
- 2022 Panel discussant, European Group of Organizational Studies workshop 2022, Australia

Professional Activities

Other professional activities

- 2024 Plenary address, Raising the Bar 2024, Australia