

Ghalia Shamayleh

Ph.D. Marketing Candidate
John Molson School of Business · Concordia University
Researching social media phenomena: Pets online and mental healthcare platforms
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RESEARCH INTERESTS

Digital Consumption Practices, Digitized Mental Healthcare, Social Media Consumption, Pets online, Relationship Dynamics Online

LANGUAGES SKILLS

- Fluent in written and spoken English and Arabic.
- Intermediate knowledge of written and spoken French

EDUCATION

Ph.D. in Business Administration John Molson School of Business, Concordia University	May 2024 (expected)
Master of Science in Marketing John Molson School of Business, Concordia University	Sept 2019
Certificate of Proficiency in French - Language and Culture School of Continuing Studies, McGill University	May 2016
Graduate Diploma in Communication Studies Faculty of Arts and Science, Concordia University	Aug 2015
Bachelor of Science in Economics Concentration in Marketing, Minor in Creative Writing The Wharton School, University of Pennsylvania	May 2013

ACADEMIC AWARDS & FELLOWSHIPS

Concordia University Public Scholar	Sept 2022-May 2023
Most Distinguished Presentation at Montreal Business Schools' Ph.D. Symposium	Feb 2022
Member of Beta Gamma Sigma, The International Honor Society	May 2021
National Bank PhD Fellowship	Sept 2020-May 2021
The Concordia University Fellowship	Sept 2019-May 2023
Concordia University PhD Tuition Scholarship	Sept 2019-May 2023
Annual Graduate Research Exposition Runner Up	Nov 2018
SSHRC Joseph-Armand Bombardier Canada Graduate Scholarships	May 2018-May 2019
Concordia Aid to Scholarly Research Fund	Sept 2017
Member of Golden Key Society	Sept 2017
McGill University's Tata Communications Prize in French as a Second Language	May 2016

ACADEMIC WORK EXPERIENCE

Concordia University, Research Assistant to Zeynep Arsel	May 2017- present
<ul style="list-style-type: none">• Collect, organize, and code data for multiple research projects• Test drive pedagogical tutorials• Assist with literature review	

Concordia University, Research Assistant to Pierre-Yann Dolbec

May 2020-present

- Conduct 39 interviews
- Compose summaries for each interview
- Conduct research for and compose literature review

Concordia University, Teaching Assistant to Sharlene He

Sept 2018-Dec 2019

- Invigilated midterms and finals for International Marketing course.
- Corrected midterms, finals, and assignments

PUBLICATIONS

Shamayleh, G. (2022, Oct 11). Teletherapy has Come a Long Way. *The Montreal Gazette*.

Shamayleh, G., & Arsel, Z. (2022). From Blogs to Platforms: Content Landscape and Affordances. In R. Llamas & R. Belk (Eds.), *Routledge Handbook of Digital Consumption* (pp. 161-174). Routledge.

Shamayleh, G. & Arsel, Z. The Emotional Economy of Companion Species Content (Invited for 3rd round revision, Journal of Consumer Research).

Shamayleh, G., & Arsel, Z. (2020, Dec 23). Have an Instagram Account For Your Pet? Love Sharing Funny Animal Videos? You're Part of The Cute Economy. *The Conversation*. <https://theconversation.com/have-an-instagram-account-for-your-pet-love-sharing-funny-animal-videos-youre-part-of-the-cute-economy-173311>

CONFERENCES

Shamayleh, G & Arsel, Z. (2022, July). *The Digital Emotional Economy of the Cute Animals of the Internet*, Consumer Culture Theory Conference.

Shamayleh, G. (2022, February). *The Digital Emotional Economy of Cute Animals on the Internet*, Montreal Business Schools' Ph.D. Symposium.

Shamayleh, G. (2021, October). *Family Influencers as Digital Family Entrepreneurship*, Association for Consumer Research Conference.

Shamayleh, G & Arsel, Z. (2020, October). *Orchestrating Pet Influencers: Rhetorical and Visual Strategies in Creating Mediated Platform Content*, Association for Consumer Research Conference.

POSTERS

Shamayleh, G. (2021). *Exploring Family Influencers as a Form of Digital Family Entrepreneurship [Poster]*. Annual Graduate Research Exposition, Montreal, Qc, Canada.

Shamayleh, G. (2018). *Man's Best Social Media Proxy: Instagram Pet Micro-Celebrities [Poster]*. Annual Graduate Research Exposition, Montreal, Qc, Canada.

Shamayleh, G. (2017). *Cats, Account Managers, and Followers: Pet Micro-celebrities as Influencers [Poster]*. Annual Graduate Research Exposition, Montreal, Qc, Canada.

DISSERTATION

Master's Thesis

Shamayleh, G. (2019). *Engagement and Monetization on Instagram Pet Influencer Communities* [Unpublished Master's thesis]. Concordia University, Montreal, Canada.

WORKING PAPERS

Dolbec, P. Y., Fischer, E., & Shamayleh, G. *How Systemic Disruptions such as the Covid-19 Pandemic Impact Consumer Practices*.

INVITED TALKS

Shamayleh, G. & Arsel, Z. Performative Human Pet Assemblages on Social Media. (guest speaker for Consumption, Media and Participatory Culture Seminar at HEC Montréal, Fall 2020)

PODCASTS & RADIO

Shamayleh, G. (Guest) (2022, Jan 05), The Cute Economy [Global News Radio 630 CHED] <https://globalnews.ca/radio/630ched/>

Shamayleh, G. (Guest) (2021, Dec 24), The Cute Economy [Global News Radio 770 CHQR] <https://globalnews.ca/radio/770chqr/>

Shamayleh, G. & Arsel, Z. (Guests) (2021, May 21), They're all good dogs (and cats?) [Audio podcast episode] <https://podcasts.apple.com/us/podcast/episode-10-theyre-all-good-dogs-and-cats/id1552759592?i=1000522636945>

SERVICE

Australian and New Zealand Marketing Academy Conference , Reviewer <ul style="list-style-type: none">Reviewed one paper	July 2022
Consumption Markets and Culture , Reviewer <ul style="list-style-type: none">Reviewed two papers	June 2022-present
Journal of Consumer Research , Reviewer <ul style="list-style-type: none">Reviewed two papers	May 2022-present
Montreal Business Schools' Ph.D. Symposium , Organizing Committee Member <ul style="list-style-type: none">Building the symposium's schedule and activitiesRecruiting instructors for pre-symposium workshopsLiaising between committee and Concordia students	May 2022-present
Consumer Culture Theory Conference , Reviewer <ul style="list-style-type: none">Reviewed one paper	January 2022
Journal of Consumer Research , Trainee Reviewer <ul style="list-style-type: none">Reviewed one paper	Dec 2021-May 2022
Concordia University , Consumer Culture Theory Conference Assistant, Montreal <ul style="list-style-type: none">Built schedule and participant lists on conference website.Collected content for and assimilated the conference program.Supervised two sessions during the conference.	Sept 2018-July 2019