

Ghalia Shamayleh

Ph.D. Marketing Candidate
John Molson School of Business · Concordia University
Researching social media phenomena: Animal content 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

FRQSC Doctoral Research Scholarship	May 2023-2024
SSHRC Doctoral Fellow	May 2023-2024
Bourse d'Etudes Supérieures en Commerce et en Administration Humberto Santos	Oct 2022
ACR/Sheth Foundation Dissertation award	Oct 2022
Concordia University Public Scholar	Sept 2022-May 23
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 21
The Concordia University Fellowship	Sept 2019-May 23
Concordia University PhD Tuition Scholarship	Sept 2019-May 23
Annual Graduate Research Exposition Runner Up	Nov 2018
SSHRC Joseph-Armand Bombardier Canada Graduate Scholarships	May 2018-May 19
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<ul style="list-style-type: none">◦ Conducted research for the literature review of a research paper on the craft and commercial coffee market that was eventually published in the Journal of Marketing (https://journals.sagepub.com/doi/full/10.1177/00222429221093624)◦ Conducted research for the literature review of a research project on influencer-sponsored content as an epistemic object. This project was recently accepted at the Global Digital Cultures 2022 conference◦ Collected, organized and coded data for a research project on consumer and professional taste, specifically residential decor and design• Test drive pedagogical tutorials	
Concordia University , Research Assistant and Co-author to Pierre-Yann Dolbec	May 2020-present

- Conducting 39 interviews
- Composing summaries for interviews
- Conducting research for and compose literature review
- Coding interview data alongside co-authors

Concordia University, Public Scholar

May 2022-May 2023

- Selected as one of ten Concordia Public Scholars
- Completed eight weeks of Strategic Public Communications Training
- Published an Op-ed in The Gazette
- Published an Op-ed in The Conversation
- Created a three-minute research pitch video
- Discussed my research in a CBC radio interview
- Organized and moderated a knowledge mobilization event on the digitization of mental health services
- Participated in the 3 Minute Thesis Competition 2023 at Concordia University

Concordia University, Introduction to Marketing Course Instructor

Jan 2023-May 2023

- Taught a class of 113 undergraduate students for winter 2023 semester
- Created engaging slides and discussions for 13 lectures on the course material
- Created and corrected midterm, in-class assignments, and quizzes
- Received an evaluation of above average as a course instructor by students

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

Dolbec, P. Y., Fischer, E., & Shamayleh, G. Do We Know a Crisis When We See One? A Practice Theoretic Conceptualization of Consumers' Experience of Systemic Crisis. (Invited for 1st round revision, Journal of Consumer Research).

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.

This chapter contributes by developing a blog and social platform affordance framework that will be useful for future scholars who intend to study social platform consumption phenomena, and managers who wish to increase consumer engagement on social media.

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

Our paper extends research on the consumption of and with animal companions and the emotional capacities of material and digital objects. Our work also has relevance to consumers themselves, media that frequently use pet content for emotional appeal, and managers that leverage this type of content in online marketing campaigns.

CONFERENCES & COMPETITIONS

Dolbec, P. Y., Fischer, E., & Shamayleh, G. (2023, Oct) *Do We Know a Crisis When We See One? A Practice Theoretic Conceptualization of Consumers' Experience of Systemic Crisis*, Annual Graduate Research Exposition, Association for Consumer Research Conference.

Shamayleh, G & Arsel, Z. (2023, Oct). *Digitized Healthcare: How Mental Healthcare Platforms Shape Therapy [Poster]*. Annual Graduate Research Exposition, Association for Consumer Research Conference.

Shamayleh, G. (2023, March 24). Digitized Healthcare: How Mental Healthcare Platforms Shape Therapy. *3 Minute Thesis Competition*, Montreal, Qc, Canada.

Shamayleh, G. (2023, March 23). Digitized Healthcare: How Mental Healthcare Platforms Shape Therapy [Poster]. *Annual Graduate Research Exposition*, Montreal, Qc, Canada.

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

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

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

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

POSTERS

Shamayleh, G. (2023). *Digitized Healthcare: How Mental Healthcare Platforms Shape Therapy [Poster]*. Annual Graduate Research Exposition, Montreal, Qc, Canada.

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

Shamayleh, G. Digitized Healthcare Services: How Mental Healthcare Platforms Shape Therapy. [Unpublished PhD thesis]. Concordia University, Montreal, Canada.

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

WORKING PAPERS

Shamayleh, G & Arsel, Z. Platform Leveraged Expertise. (Targeted for Journal of Consumer Research). This study investigates how platforms shape the work of medical experts and medical expertise in the age of celebrification of experts.

Arsel, Z, Shamayleh, G, & Aboelenien, A. Platform-Based Disability Awareness and Activism. (Targeted for Journal of Consumer Research). This study aims to understand how social media affordances help disabled people to fight against stigma and stereotypes in the marketplace.

Shamayleh, G. *Family Influencers as Collective Brands*. (Targeted for HBR).

INVITED TALKS

Shamayleh, G. Digitized Healthcare: How Mental Healthcare Platforms Shape Therapy. (Guest speaker at For the Betterment of Society and Business-John Molson Day 2022, at John Molson School of Business, Nov 2022)
<https://www.youtube.com/watch?v=s0DluqnpCuw>

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)

PRINT MEDIA

Shamayleh, G. (2023, Mar 13). AI Chatbots are Still Far From Replacing Human Therapists. *The Conversation*.

Shamayleh, G. (2023, Jan). La santé mentale au travail : un capital crucial. *Premières en affaires*.

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

Shamayleh, G., & Arsel, Z. (2021, Dec 23). Have an Instagram Account For Your Pet? Love Sharing Funny Animal Videos? You're Part of The Cute Economy. *The Conversation*.

PODCASTS & RADIO

Shamayleh, G. (Guest) (2022, Nov 25), Improving Therapy Delivered Digitally [CBC Radio One, Let's Go with Sabrina Marandola]
<https://www.cbc.ca/player/play/2118603843558>

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

- Montreal Business Schools' Ph.D. Symposium**, Organizing Committee Member **May 2022-Mar 2023**
- Building the symposium's schedule and activities
 - Recruiting instructors for pre-symposium workshops
 - Liaising between the committee and Concordia students
 - Co-lead the communications team and created all media content for event
- Australian and New Zealand Marketing Academy Conference**, Reviewer **July 2022**
- Reviewed one paper
- Consumption Markets and Culture**, Reviewer **June 2022-present**
- Reviewed two papers
- Journal of Consumer Research**, Reviewer **Dec 2021-present**
- Reviewed three papers
- Montreal Business Schools' Ph.D. Symposium**, Communications Committee Member **May 2022-present**
- Building the symposium's schedule and activities
 - Recruiting instructors for pre-symposium workshops
 - Composing text for and creating visuals for communication materials
 - Liaising between committee and Concordia University students and faculty
- Consumer Culture Theory Conference**, Reviewer **January 2022**
- Reviewed one paper
- Concordia University**, Consumer Culture Theory Conference Assistant, Montreal **Sept 2018-July 19**
- Built schedule and participant lists on conference website.
 - Collected content for and assimilated the conference program.
 - Supervised two sessions during the conference.

REFERENCES

Zeynep Arsel (Academic Supervisor), Professor, zeynep.arsel@concordia.ca, Concordia University

Pierre-Yann Dolbec (Dissertation Committee Member), Associate Professor, pierre-yann.dolbec@concordia.ca, Concordia University

Marie-Agnès Parmentier (Dissertation Committee Member), Professor, marie-agnes.parmentier@hec.ca, HEC Montréal

Eileen Fischer (Co-Author), Professor, efischer@schulich.yorku.ca, York University