

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

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 <ul style="list-style-type: none">• Collect, organize, and code data for multiple research projects• Test drive pedagogical tutorials• Assist with literature review	May 2017- present
Concordia University , Research Assistant to Pierre-Yann Dolbec <ul style="list-style-type: none">• Conduct 39 interviews• Compose summaries for each interview• Conduct research for and compose literature review	May 2020-present
Concordia University , Teaching Assistant to Sharlene He <ul style="list-style-type: none">• Invigilated midterms and finals for International Marketing course.• Corrected midterms, finals, and assignments	Sept 2018-Dec 2019

PUBLICATIONS

Dolbec, P., Fischer, E., & Shamayleh, G. How the Covid-19 Pandemic Impacts Consumption (invited for a 1st round of 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.

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

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

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 *Engagement and Monetization on Instagram Pet Influencer Communities* [Unpublished Master's thesis].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

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=sODluqnpCuw>

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)

MEDIA

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. (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. (2021, 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>

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 **July 2022**
- Reviewed one paper
- Consumption Markets and Culture**, Reviewer **June 2022-present**
- Reviewed two papers
- Journal of Consumer Research**, Reviewer **May 2022-present**
- Reviewed two papers
- Montreal Business Schools' Ph.D. Symposium**, Communications Committee Member **May 2022-Feb 2023**
- 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
- Journal of Consumer Research**, Trainee Reviewer **Dec 2021-May 22**
- 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.